

Reference Sheet

UX: The Good, the Bad and the Ugly

General terminology and concepts

Good UX is usable

Users should be able to learn how to use the product easily.

Good UX is aesthetically pleasing

Good design is pleasing to look at.

Good UX delights the user

The design brings the user nice surprises.

Aesthetic-usability effect

Users tend to feel a design is more usable simply because it is more aesthetically pleasing.

Manipulink

A link that makes users feel bad if they don't do the desired behavior (e.g., sign up for the product).

You are not your user

As designers, we have a tendency to assume that our users are similar to us.

Nielsen's 10 usability heuristics

Rule-of-thumb principles that were developed by designer Jakob Nielsen to help guide evaluation of a design.

Nielsen's 10 usability heuristics

For more details, see Nielsen's article at <https://www.nngroup.com/articles/ten-usability-heuristics/>

#1: Visibility of system status

The system should provide feedback to tell users what's going on.

#2: Match between system and the real world

Use words and concepts that users are already familiar with.

#3: User control and freedom

Allow users to exit unwanted system states, such as with undo, redo, and cancel.

#4: Consistency and standards

Words, features, symbols, etc. should be used in the same way throughout the product.

#5: Error prevention

Design the system so users are unable to make mistakes—or at least make users confirm before allowing them to do something that's prone to mistakes.

#6: Recognition rather than recall

When the user is likely to need a feature, make it visible to them in order to reduce the load on their memory in trying to remember the thing.

#7: Flexibility and efficiency of use

Make things easy for new users, but also give experts a way to do things fast.

#8: Aesthetic and minimalist design

Don't overwhelm users with unnecessary or irrelevant information

#9: Help users recognize, diagnose, and recover from errors

Error messages should be straightforward, actionable and in plain language.

#10: Help and documentation

If possible, make the system intuitive so it can be used without help; when help is necessary, make it easy to access and use.