**10 Steps to Improve Usability, Utility, and Desirability by Implementing Nielsen and Molich’s UI Design Guidelines**

* Choose the website or app for which you want to critique and improve usability, utility and desirability.
* Then work through the list to see whether or not the website or app follows Nielsen and Molich’s 10 rules of thumb.
* Finally, improve the website or app by further applying the 10 guidelines.

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|  | **Rule of Thumb** |  |  | **Is this rule being applied?** |  |  | **Is this rule violated?** |  |  | **How can this rule further improve** |  |
|  |  |  | **How so?** |  |  | **How so?** |  |  | **usability, utility and desirability?** |  |
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| 1. | Visibility of system status |  |  | Yes, we are constantly keeping the user informed about where they are in the program. |  |  | I do not believe it is, it seems as though when the user interacts with the app it keeps the user informed of what is going on. |  |  | Can improve usability, utility and desirability by improving feedback to the user when they interact with the application. Making sure that the feedback is appropriate and fast whenever the app is interacted with |  |
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| 2. | Match between system and the |  |  | This rule is being applied as the system is very relatable to what is needed in the real world. Along with this the system is very relatable to what is expected of this through the perspective of other similar apps. |  |  | I do not believe this rule is violated as the system is very comparable to current apps of the similar type of UI. |  |  | Can improve this by helping apps speak a similar language of the users helping with usability and desirability. |  |
|  | real world |  |  |  |  |  |  |  |  |  |  |
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| 3. | User control and freedom |  |  | Yes, the user is free to do whatever they want to do within the app whether it is adding to their shopping list or searching for a recipe. |  |  | No as the user is free to do whatever they want to do within the app whether it is adding to their shopping list or searching for a recipe. |  |  | Improves usability as the user wants the freedom to interact with the app as much as they can. So realizing this helps with all 3 of the above components. |  |
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| 4. | Consistency and standards |  |  | Consistency is followed heavily in the app with consistent icons and back buttons to help the user know how to interact with the app |  |  | The only place it would be violated is in the recipe page in which the nav bar is removed. This being because it would clutter the UI too much |  |  | This rule can improve usability, utility and desirability as it would allow for the user consistently know where to go for items and become more familiar with the whole app even if they only use a couple of the functions. |  |
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| 5. | Error prevention |  |  | This rule is being applied in the majority of situations such as during the recipe navigation in which you can change servings. The errors are caught before they can occur. |  |  | I do not believe this rule is violated as the program is fairly fleshed out. |  |  | This would help the usability, utility and desirability of the program as it would allow for users to not have to deal with errors and make them feel that the app is complete. |  |
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| 6. | Recognition rather than recall |  |  | Rule is applied through icons that represent what they do, so when the perform an action such as going to the shopping cart, there is a shopping cart icon available to them to click. |  |  | I do not believe this rule is violated as all of our major functions are navigated VIA a self explanatory icon. |  |  | This would help the usability, utility and desirability of the program as the user wouldn’t have to use the app all the time in order to get used to it. They would only have to use it once or twice |  |
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| 7. | Flexibility and efficiency of use |  |  | The flexibility of the app is represented in its nav bar in which it allows the user easy and efficient access back to the home screen or other functions of the app. |  |  | This is not violated in the application as its nav bar in which it allows the user easy and efficient access back to the home screen or other functions of the app. |  |  | This would help the usability, utility and desirability of the program as the user would be able to efficiently navigate the app without needing to go through tons of different windows. |  |
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| 8. | Aesthetic and minimalist design |  |  | The app has a very minimalistic design making sure that it does not overwhelm the user when they use it. |  |  | This is not violated if the application has a very minimalistic design making sure that it does not overwhelm the user when they use it. |  |  | This would help the usability, utility and desirability of the program as it would make the user feel more comfortable using the application and not feel overwhelmed with ads or anything of the sort. |  |
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| 9. | Help users recognize, diagnose |  |  | The majority of the errors were prevented early on due to our error prevention. However we don’t have many ways for the people to actually recognize errors. |  |  | I believe this is violated as we do not have much error handling. Although with no backend it would be hard to do this. |  |  | This would help the usability, utility and desirability of the program as it would allow the user to easily get out of problems on their own. |  |
|  | and recover from errors |  |  |  |  |  |  |  |  |  |  |
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| 10. Help and documentation | |  |  | This rule is not applied, as it is seen that the user can manage the app through its very simple to use design. |  |  | Rule is violated as there are no documents or menus that tell the user what is going on. |  |  | This would help the usability, utility and desirability of the program as it the user if very inexperienced could always get a walkthrough of the application. |  |
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