**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, Icons show system features which are highlighted when in use, Title of Pages will also notify the user on the current status of the system |  |  | The system is less clear once a user is in certain tasks(such as recipe creation), titles are in place to prevent the user from being lost on the ongoing situation |  |  | The Iconography isn’t completely clear, potentially adding in the icons along with the title can help key users in on where they currently are or build the association with that icon, users could also be notified of what exactly they did in temporary on screen text |  |
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| 2. | Match between system and the real world |  |  | Yes, the recipe designed replicate both physical and online cookbooks and recipes with the structure that users will be familiar with |  |  | Generally no, Simple language is used through out the UI and allows it be easily understood by the users quickly |  |  |  |  |
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| 3. | User control and freedom |  |  | Yes, user has the freedom to do and undo their actions if they feel as if they made a mistake |  |  | Yes, if the user has deleted anything, the action cannot be restored, and the user would have to input all the required steps again, additionally there is missing back buttons on the Recipe creation page allowing the user to leave |  |  | Allow Users to undo deletes in a reasonable amount of time |  |
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| 4. | Consistency and standards |  |  | Yes, word use is consistent and follow standards set by other similar apps that require user generated content |  |  | No clear violation |  |  |  |  |
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| 5. | Error prevention |  |  | Yes, many options (such as delete or share) in the app will prompt the user again before continuing the action set |  |  | No clear violation |  |  |  |  |
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| 6. | Recognition rather than recall |  |  | Yes, Icons will be highlighted to let the user know where they are |  |  | Yes, on recipe pages it is not clear that user can click and expanding ingredients or steps for cooking or adjust serving sizes if need be |  |  | Have a “expand” option of those sections in the recipe page and more signalling to let user know what is interactable |  |
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| 7. | Flexibility and efficiency of use |  |  | Yes, users can immediately reuse previous searches and filters if they have used them before, recipes can also be viewed in 2 different ways to fit the users needs |  |  | Yes, the recipe creator, shopping and pantry lists, and Recipe viewer do not record or remember previous common user additions as a user adds ingredients or steps |  |  | Allow users to record steps that they can immediately input into recipes if they wish or |  |
|  |  |  |  |  |  |  |  |  |  |  |  |
| 8. | Aesthetic and minimalist design |  |  | Yes, The App uses very simple and short words or sentences with a clean layout |  |  | No clear violation |  |  |  |  |
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| 9. | Help users recognize, diagnose |  |  | N/A |  |  | Yes, there is no report or help option for users when they see a problem or issue |  |  | Implement a report option for invalid recipes or issues with the applications |  |
|  | and recover from errors |  |  |  |  |  |  |  |  |  |  |
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| 10. Help and documentation | |  |  | N/A |  |  | Yes, I have not seen any documentation in use of the application |  |  | Adding in a new user guide or adding in a guide or tutorial option in the option setting |  |
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