

10

# Usability Heuristics

For User Interface Design

## Learning Objective:

- Apply usability heuristics to design user interfaces.

**A heuristic evaluation is a usability inspection method mainly used to identify any design issues associated with the user interface.**

**<https://www.nngroup.com/articles/ten-usability-heuristics/>**

**They are called “heuristics” because they are broad rules of thumb and not specific usability guidelines.**

**JAKOB NIELSEN**



Visibility of system status

The system should always keep users informed about what is going on, through appropriate feedback within reasonable time.

The System should always keep users informed about what is going on ,  
through appropriate feedback within reasonable time

user should know the what is status

Air reservation system

Updated 3h 37m ago

## SriLankan Airlines Flight 503

ON TIME

CMB  LHR

Colombo · Wed, 28 Sep

Scheduled departure Terminal Gate

1:05 PM

-

-

London · Wed, 28 Sep

Estimated arrival Terminal Gate

7:58 PM

3

-

Scheduled arrival 8:00 PM

Updated 3m 46s ago

## Air India Flight 639

DELAYED 15 MINS

BOM  BLR

Mumbai · Wed, 5 Oct

Departed Terminal Gate

9:24 AM

2

-

Scheduled departure 9:10 AM

Bengaluru · Wed, 5 Oct

Estimated arrival Terminal Gate

11:15 AM

-

-

Scheduled arrival 11:00 AM

UPLOADING 3 OF 3 FILES



Image1.png



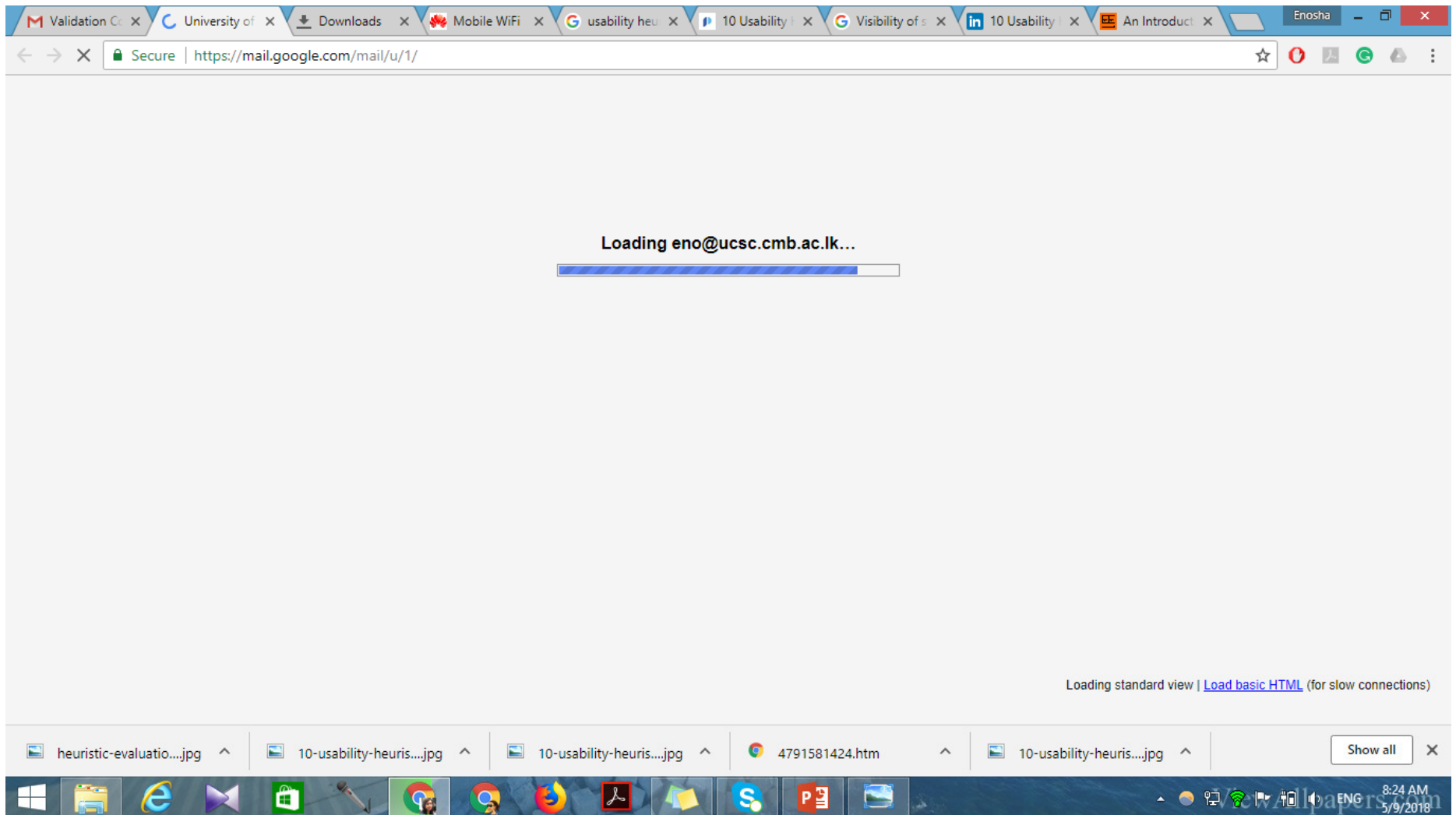
Image2.png



Image3.png










35% Uploading...

[Button with Progress](#)



Expected Delay	Indication
1/2 to 2 seconds	Use animated mouse cursor or other "busy" indicator
> 2 seconds	Tell them potential length of wait
> 5 seconds	Use an animated progress indicator  Process must end by the time indicator is full!
> 10 seconds	Keep users a) informed & b) entertained
> 15 seconds	Same as >10 plus add at end a noticeable sound & strong visual indication so users know to return

Delay Feedback Times & Indicators - [asktog.com](http://asktog.com)

Response Times: The 3 Important Limits - [by JAKOB NIELSEN](#)



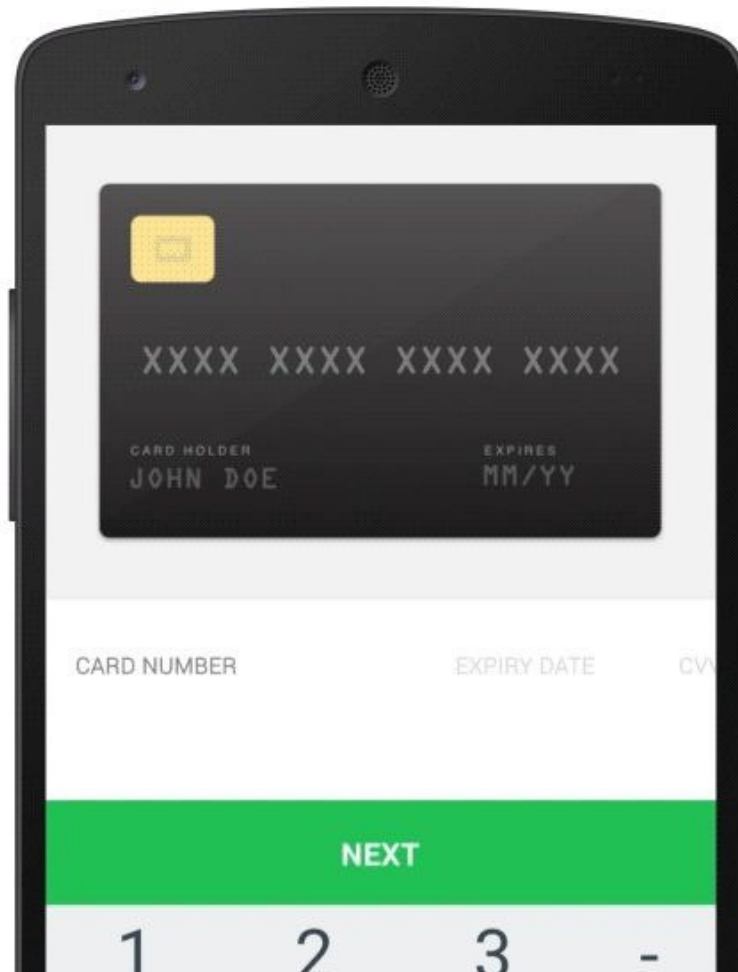
Match between system and  
the real world

The system should speak the users' language, with words, phrases and concepts familiar to the user, rather than system-oriented terms.

Follow real-world conventions, making information appear in a natural and logical order.







Payment proceeding (by [Ramakrishna](#))



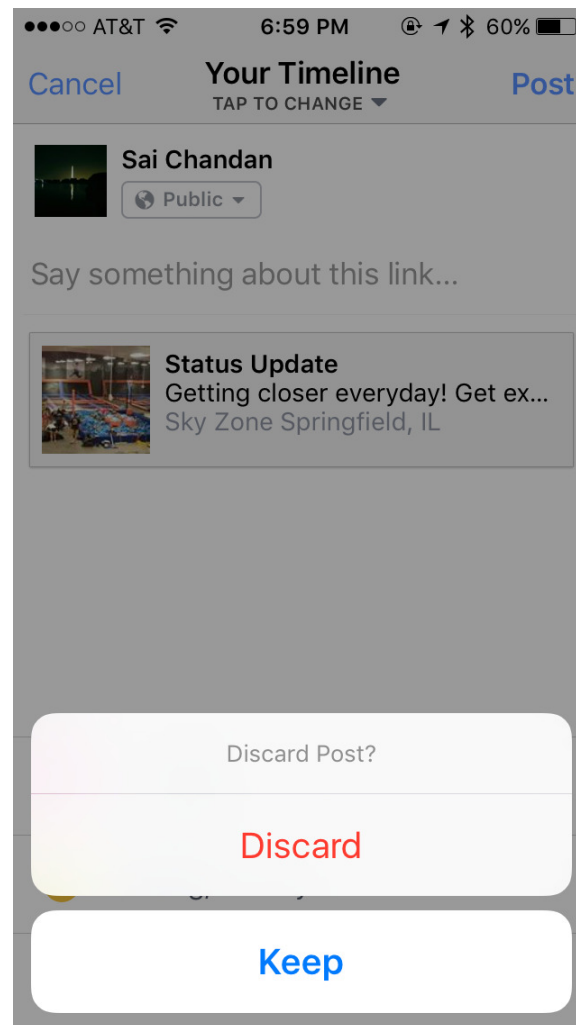


User control and freedom

Users often choose system functions by mistake and will need a clearly marked "emergency exit" to leave the unwanted state without having to go through an extended dialogue. Support undo and redo.

A screenshot of a Gmail inbox. At the top, the Google logo is on the left, and a search bar contains the text 'category:promotions'. To the right of the search bar is a blue button with a magnifying glass icon. Below the search bar, there's a yellow notification box that says 'The conversation has been moved to the Trash. [Learn more](#) [Undo](#)'. Below this, the Gmail interface shows a 'Gmail' label with a dropdown arrow, followed by three buttons: a square icon with a dropdown arrow, a circular refresh icon, and a 'More' button with a dropdown arrow. On the left side, there's a red 'COMPOSE' button. The inbox list shows two messages. The first message is from 'Ello' with a subject line 'Introducing our Digital Category - Take a peek at our category: digital. Having to'. The second message is from 'Free Code Camp' with a subject line 'Code Briefing: Confessions of an Insecure Designer - Free Code Camp Code B'. Each message has a checkbox, a star icon, and a document icon to its left.

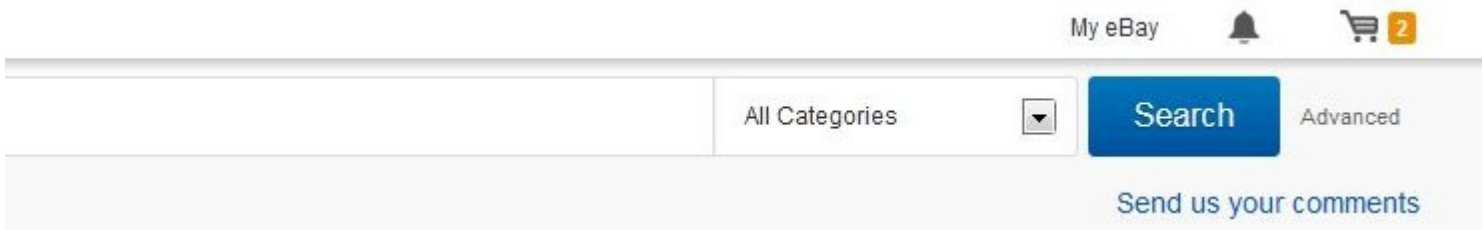
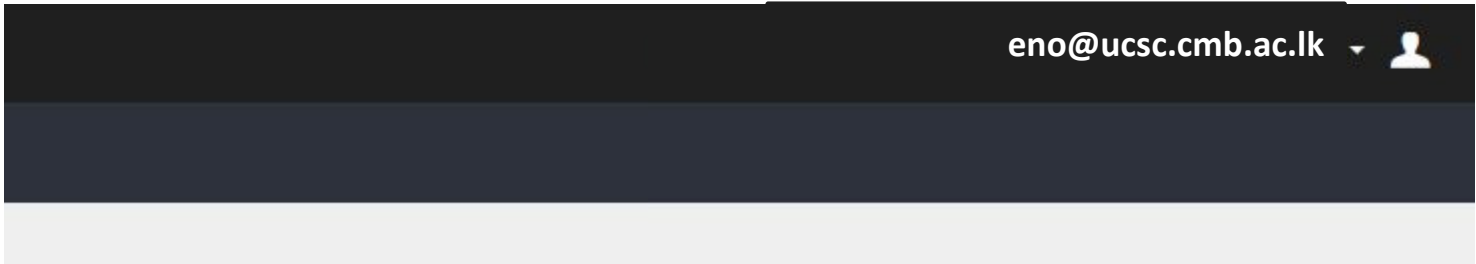
Facebook checking on when a user tapped “Cancel” by mistake.

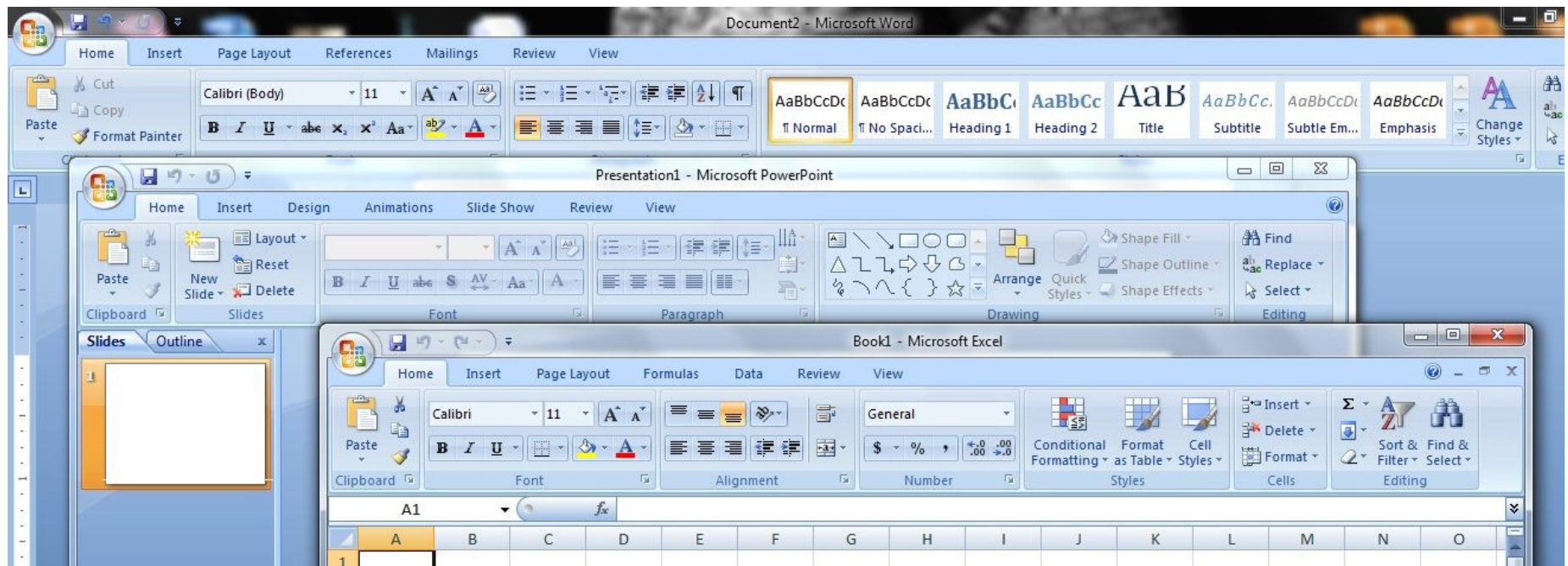




Consistency and standards

Users should not have to wonder whether different words, situations, or actions mean the same thing. Follow platform conventions.







# Question

**Which usability heuristic is best suited for the scenario given below?**

File Menu used across the majority of software applications such as Microsoft Office or similar suite of applications contain the same options in same locations.

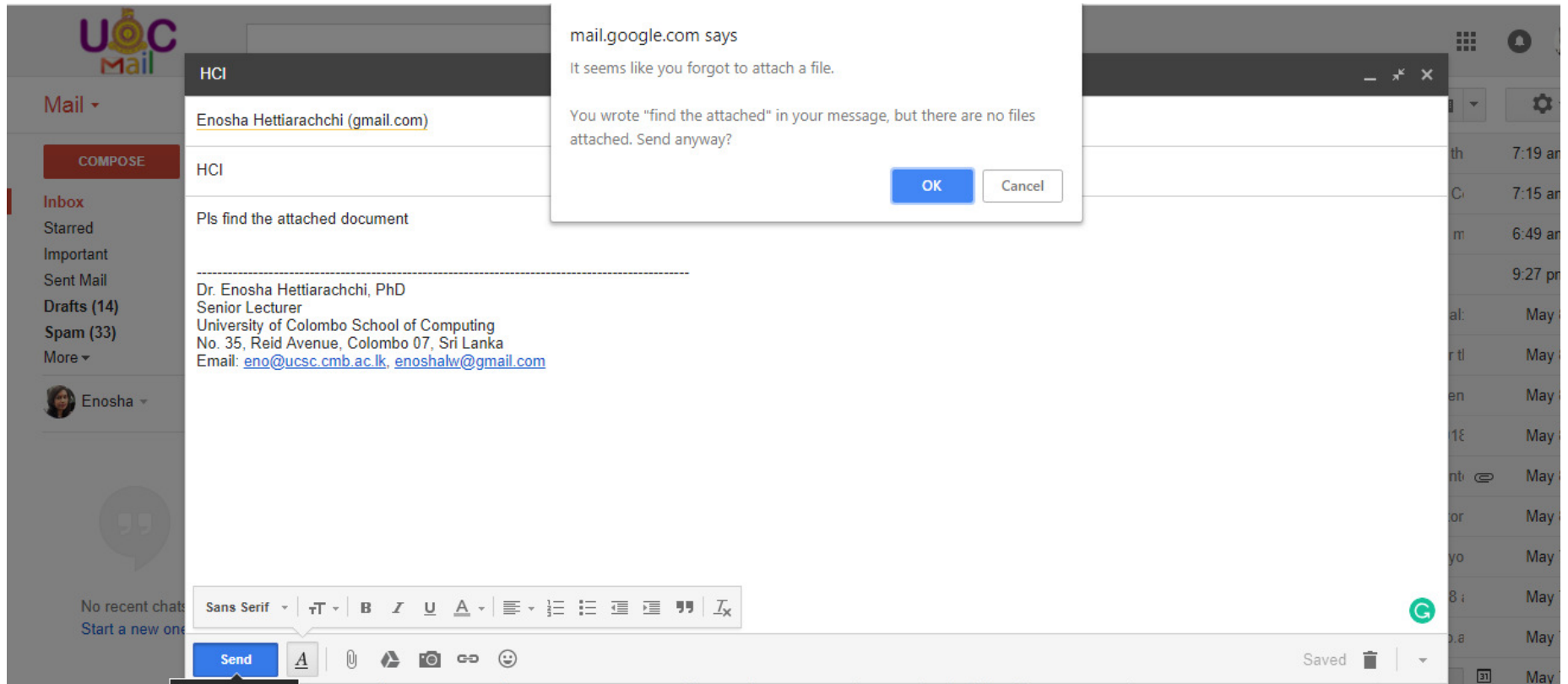
- Visibility of system status
- Match between system and the real world
- User control and freedom
- Consistency and standards



Error prevention

Even better than good error messages is a careful design which prevents a problem from occurring in the first place.

Either eliminate error-prone conditions or check for them and present users with a confirmation option before they commit to the action.





Your password must have:

- ✓ 8 or more characters
- ✓ Upper & lowercase letters
- ✓ At least one number

Strength: strong



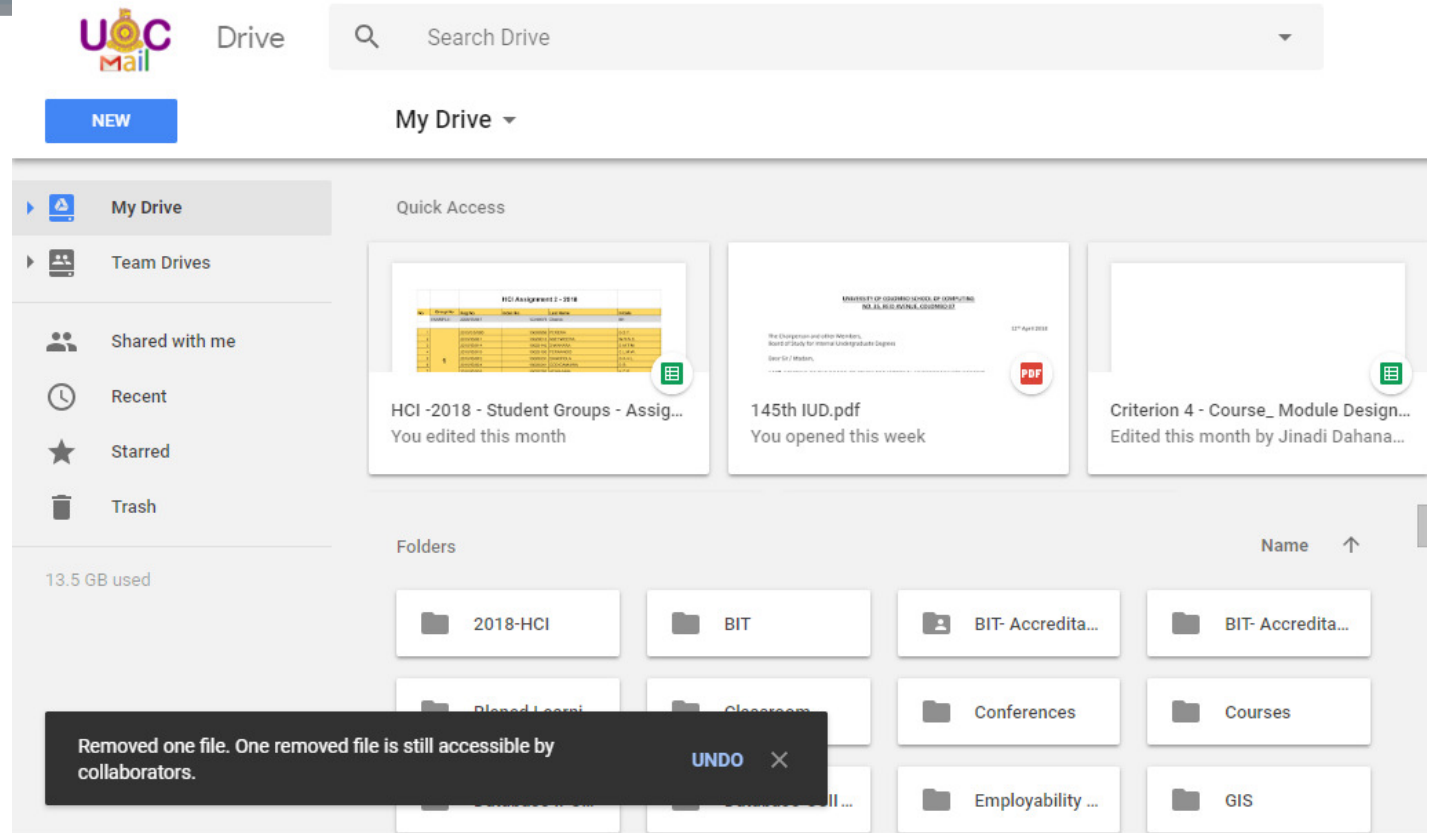
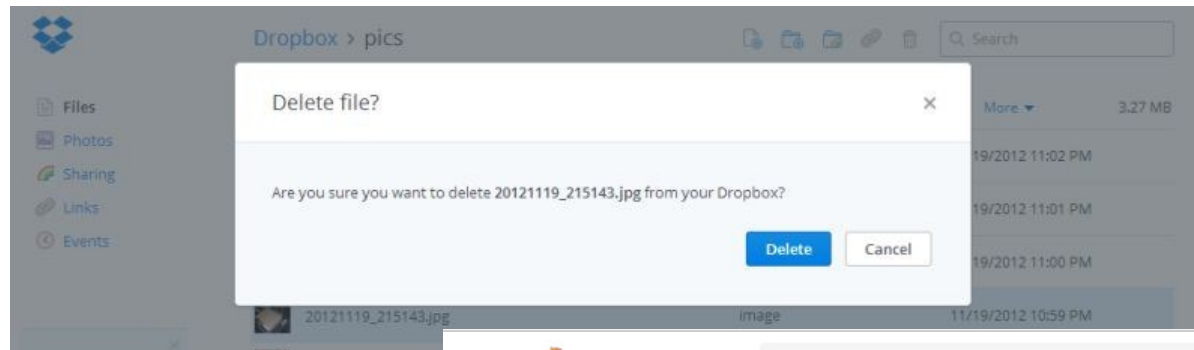
Avoid passwords that are easy to guess or used with other websites.

h  
ip  
**Password strength:** Strong

Use at least 8 characters. Don't use a password from another site, or something too obvious like your pet's name. [Why?](#)

Create a password

Confirm your password





Recognition rather than recall

Minimize the user's memory load by making objects, actions, and options visible. The user should not have to remember information from one part of the dialogue to another. Instructions for use of the system should be visible or easily retrievable whenever appropriate.



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electric tricycle  
electric byk  
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**US \$67.95**



NEW AMAZON KINDLE  
PAPERWHITE 4GB 2016...  
**US \$115.85**

**Watching**



12V 24V 3.1A Motorcycle  
Car Boat LED Dua...  
**US \$5.20**



Portable USB No Leaf Fan  
Mini Desktop Bl...  
**US \$5.99**



why does Google|

why does google **look different**  
why does google **have two l's**  
why does google **look like this today**  
why does google **chrome keep crashing**  
why does google **chrome have multiple processes**  
why does google **fade in**  
why does google **look different today**  
why does google **redirect my search**  
why does google **say topeka**  
why does google **earth disappear**

Google Search

I'm Feeling Lucky

[Advanced Search](#)  
[Language Tools](#)

10 Heuristics for User Interface Design: Article

UX

RemoveEdit...Done

10 Heuristics for User Interface Design: Article

by JAKOB NIELSEN on January 1, 1995

Topics: [Heuristic Evaluation](#) [Human Computer Interaction](#) [Web Usability](#)

Summary: Jakob Nielsen's 10 general principles for interaction design. They are called "heuristics" because they are broad rules of thumb and not specific usability guidelines.

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User control and freedom

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User control and freedom



# Flexibility and efficiency of use

Accelerators -- unseen by the novice user -- may often speed up the interaction for the expert user such that the system can cater to both inexperienced and experienced users. Allow users to tailor frequent actions.



user experience



All

**Images**

News

Videos

Books

More ▾

Search tools

Safe Search ▾



Icon



People



Good



Website



Customer



Mobile







user experience



All

**Images**

News

Videos

Books

More ▾

Search tools

Safe Search ▾



Size ▾

Color ▾

Type ▾

Time ▾

Usage rights ▾

More tools ▾



Icon

- ✓ Any size
- Large
- Medium
- Icon
- Larger than... ▸
- Exactly...



Good



Website



Customer



Mobile



# Question

**Which usability heuristic is best suited for the scenario given below?**

Multiple ways a user can copy and paste in Microsoft Word or other similar word processing software. This could be either using keyboard shortcuts (an accelerator used by an expert user) or by navigating menu options (novice).

- Visibility of system status
- Match between system and the real world
- User control and freedom
- Consistency and standards
- Flexibility and efficiency of use
- Recognition rather than recall
- Error prevention





Aesthetic and minimalist  
design

Dialogues should not contain information which is irrelevant or rarely needed. Every extra unit of information in a dialogue competes with the relevant units of information and diminishes their relative visibility.



Google Search

I'm Feeling Lucky

Google.lk offered in: [සිංහල](#) [தமிழ்](#)

YAHOO!



Sign in



Mail



Mail

News

Finance

Sports

Politics

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More...



## Trump: U.S. to exit 'horrible' Iran nuke deal

The president announces his decision to withdraw from the landmark nuclear accord, saying the U.S. "does not make empty threats." A big blow to U.S. allies »



31.7k people reacting



Kurt Warner's stunning admission about NFL return



'We were required to call him Daddy'



U.S. has a new favorite Mexican eatery



'He did a barrel roll and went straight into the ground'



Report: Manziel suffers scary moment due to med change

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### Trending Now

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2. Kate Winslet
3. Anna Wintour
4. LaToya Jackson
5. Martin Sensmeier
6. Graduation Invitati...
7. Pittsburgh Steelers
8. Equifax
9. Resume Templates
10. Olivia Munn

### Sri Lanka

Today



93° 76°

Thu



93° 75°

Fri



92° 75°

Sat



91° 76°


The best TV for free

<https://www.yahoo.com/news/trump-reveal-iran-deals-fate-amid-low-hopes-041031763.html>



# One account. All of Google.

Sign in with your Google Account



[Next](#)

[Find my account](#)

[Create account](#)

One Google Account for everything Google



# Question

**Which usability heuristic is best suited for the scenario given below?**

Feedback given to the user when saving a file using prompt boxes, alert boxes, progress indicators, confirmation etc. in Microsoft Word or other similar word processing software.

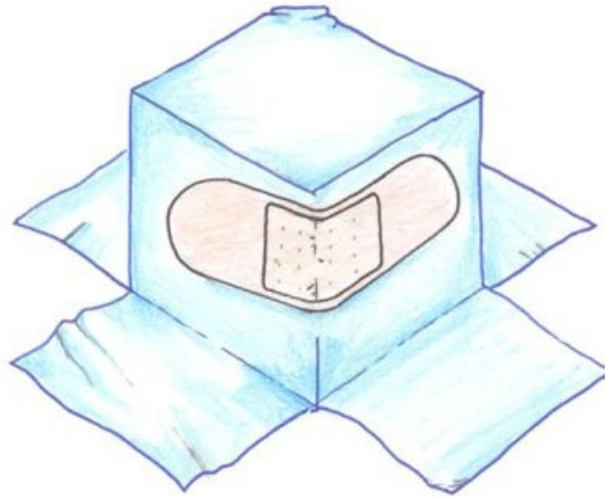
- Visibility of system status
- Match between system and the real world
- User control and freedom
- Consistency and standards
- Flexibility and efficiency of use
- Recognition rather than recall
- Error prevention
- Aesthetic and minimalist design



Help users recognize, diagnose,  
and recover from errors

Error messages should be expressed in plain language (no codes), precisely indicate the problem, and constructively suggest a solution.





## Error

Something went wrong. Don't worry, your files are still safe and the Dropboxers have been notified. Check out our [Help Center](#) and [forums](#) for help, or head back to [home](#).

eHarmony®



Uh oh, that page  
couldn't be found.

But you're looking for love in all the right places -  
let's find someone right for you.

[JOIN NOW](#)

Already a member? [Login](#)



JUSTIN KIM

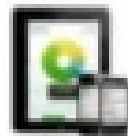
## Page not available. But Justin is.

*Justin is a Mint developer who likes slow cars, sharp myxos, reheated pizza and awkward silence. Email him at [justin\[at\]mint.com](mailto:justin[at]mint.com).*

*But if you're more interested in personal finance than in Justin, try the links below:*



Personal Finance  
Solution  
[Mint.com](#)



Personal Finance  
Mobile Apps  
[Download  
iPhone  
Android  
iPad](#)



Personal Finance  
Blog  
[MintLife](#)





# We looked everywhere.

And couldn't find that page. But we did find these under the couch cushions.



Not what you're looking for? Try the links below:



**Personal Finance Solution**  
[Mint.com](http://Mint.com)



**Personal Finance Mobile Apps**  
[Overview](#) | [iPhone](#) | [iPad](#) | [Android](#)



**Personal Finance Blog**  
[MintLife.com](http://MintLife.com)

# Question

**Which usability heuristic is best suited for the scenario given below?**

When the PC has not detected an Internet connection providing a descriptive error message that offers solutions rather than error codes and vague messages.

- Visibility of system status
- Match between system and the real world
- User control and freedom
- Consistency and standards
- Flexibility and efficiency of use
- Recognition rather than recall
- Error prevention
- Aesthetic and minimalist design
- Help users recognize, diagnose, and recover from errors



Help and documentation

Even though it is better if the system can be used without documentation, it may be necessary to provide help and documentation.

Any such information should be easy to search, focused on the user's task, list concrete steps to be carried out, and not be too large.

# GoDaddy Help

24/7 Support (480) 505-8877

Chat Offline



Domains



Linux Hosting (cPanel)



Windows Hosting (Plesk)



SSL Certificates



Office 365 from GoDaddy



Workspace Email



Website Builder



Account Management

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Works with

RATINGS

★★★★★

★★★★☆

★★★☆☆

★★☆☆☆

★☆☆☆☆

UX Check

offered by [chrisgallella](#)

★★★★★ (40)

Productivity

22,026 users

ADDED TO CHROME

OVERVIEW

REVIEWS

SUPPORT

RELATED

G+

39

UX CHECK

EVALUATION RESULTS

Download as Word document

HEURISTIC: HELP USERS RECOGNIZE AND RECOVER FROM ERRORS

SEVERITY: 3

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You earn: \$1.77

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ISBN: 07167-31492063

ISBN: 02-013-042047

\$1.77

Order: \$0.00

CONTINUE

Compatible with your device

Run a heuristic evaluation on your website

UX Check makes heuristic evaluations quick and easy. The extension will open up Nielsen's Ten Heuristics in a side pane next to your website. When you click on an element that doesn't comply with a heuristic, you can add notes, and a screenshot will be saved. At the end, you can export everything to a doc so that you can share them with your team.

Website

Report Abuse

Additional Information

Version: 1.0.12

Updated: July 6, 2016

Size: 304KIB

Language: English (United States)

USERS OF THIS EXTENSION HAVE ALSO USED

Checker Plus for Gmail™

★★★★★ (8819)

FBDwn Video Downloader

★★★★★ (585)

LastPass: Free Password Manager

★★★★★ (18282)

Fair Ads (by STANDS)

★★★★★ (1460)

Mix Music Online

<https://chrome.google.com/webstore/detail/ux-check/giekhiebdpmljgchjojblnekkcgpdobp>

# Question

**Which usability heuristic is best suited for the scenario given below?**

Usage of appropriate icons in Microsoft Windows or other similar GUI operating system, compared to a command-line interface.

- Visibility of system status
- Match between system and the real world
- User control and freedom
- Consistency and standards
- Flexibility and efficiency of use
- Recognition rather than recall
- Error prevention
- Aesthetic and minimalist design
- Help users recognize, diagnose, and recover from errors
- Help and documentation

Thank you