

Day 46

## \* Evaluating methodology

## ① Design evaluation methods

Dieter Rams was a German industrial designer and academic and very influential in the world of UX, UI.

His designs have a long lasting appeal and are still valued and influence designers today.

He wrote the 10 good design principles, which serves as a good evaluation methodology for all designers.

Jacob Nielsen's 10 usability heuristic for user interface design is another important methodology.

A final method of design is the American computer scientist, Ben Shneiderman's eight golden rules of interface design.

## \* Dieter Rams' 10 principles

- 1) Good design is innovative
- 2) Good design makes product useful
- 3) Good design is aesthetic
- 4) Good design makes product understandable
- 5) Good design is unobtrusive
- 6) Good design is honest
- 7) Good design is long lasting
- 8) Good design is thorough down to last details
- 9) Good design is environmentally friendly
- 10) Good design is as little as possible

## \* C Jakob Nielsen's Heuristics:

- 1) Visibility of system status
- 2) Match between the system and real world
- 3) User control and freedom
- 4) Consistency and standards
- 5) Error prevention
- 6) Recognition rather than recall
- 7) Flexibility and efficiency of use
- 8) Aesthetic and minimalist design
- 9) Help user recognize, diagnose and recover from errors
- 10) Help and documentation

## \* Ben Shneidermann's 8 golden rules of interface design:

- 1) Strive for consistency
- 2) Enable frequent users to use shortcuts
- 3) Offer informative feedback
- 4) Design dialog to yield closure
- 5) Offer simple error handling
- 6) Permit easy reversal of action
- 7) Support internal locus of control
- 8) Reduce short-term memory load