



10 USABILITY HEURISTICS

By Palak Verma of HackUVic

**What are they
and why are
they important?**

They are general “rules” that can help you build truly usable products and give people the best user experience.

1. Visibility of system status

Users should know what's going on through appropriate feedback in a timely manner.

Loading user@example.com...



Dropdown ▼

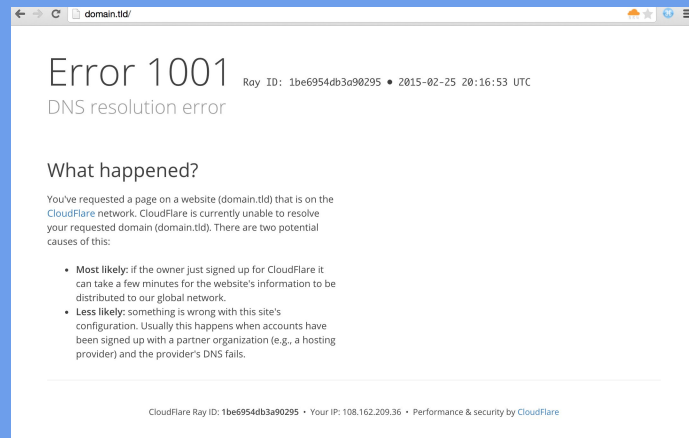
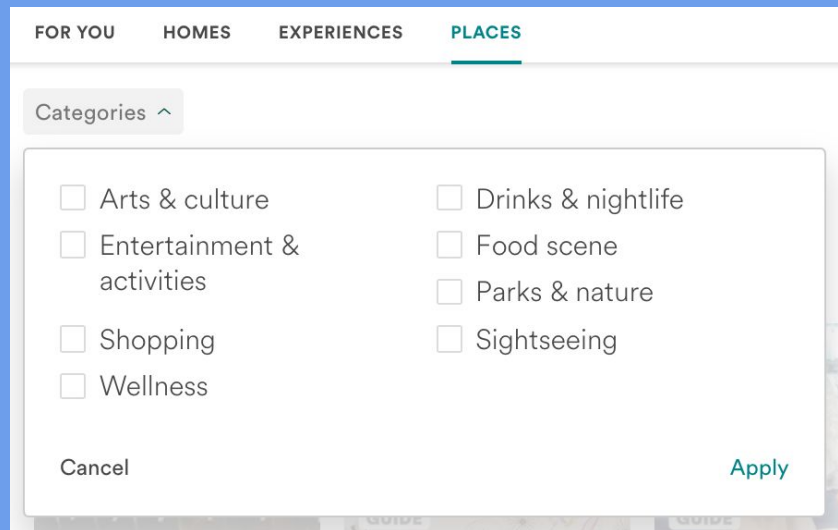
Item 1

Item 2

Item 3

2. Match between system & the real world

Phrases, words, and overall language should be familiar to the user.



3. User control and freedom

Provide ways for the user to easily leave an unwanted state. It is an emergency exit.



Main Character
Sanna Beanie

Item No: 70135
Colour: DEW BLUE
Item Price: \$18

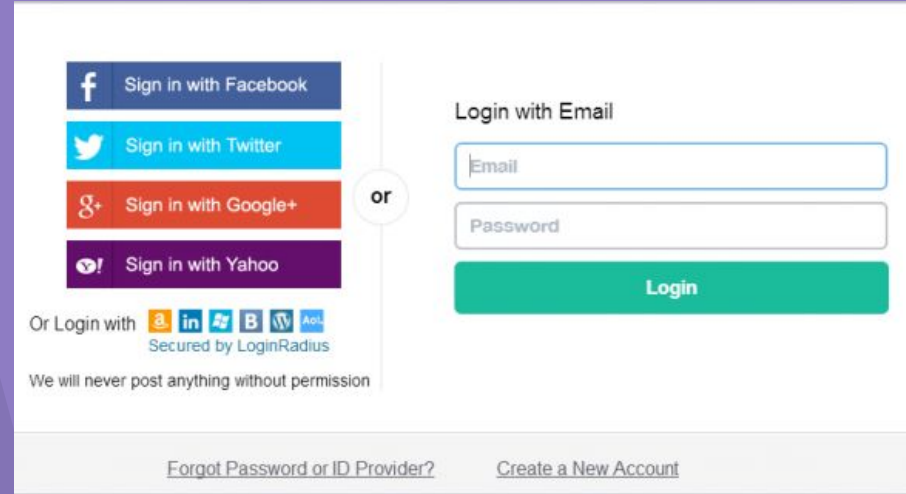
[Remove](#)

[Edit](#)

[Move to Wishlist](#)

4. Consistency and standards

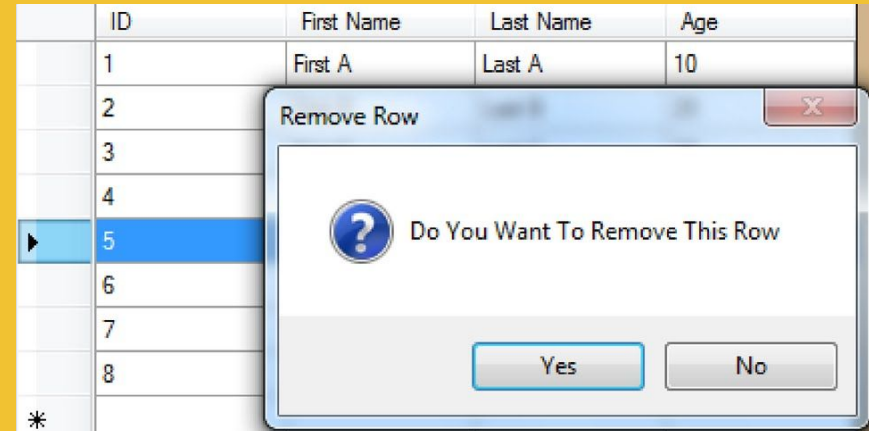
Users should not have to wonder whether different words, situations, or actions mean the same thing.



The image shows a login interface with two main sections. On the left, there are four social media login buttons: 'Sign in with Facebook' (blue), 'Sign in with Twitter' (light blue), 'Sign in with Google+' (red), and 'Sign in with Yahoo' (purple). Below these is a section titled 'Or Login with' followed by icons for Amazon, LinkedIn, Next, Blogger, WordPress, and AOL. A small text 'Secured by LoginRadius' is below the icons, and a statement 'We will never post anything without permission' is at the bottom of this section. A vertical line with a circle containing the word 'or' separates this from the right section. The right section is titled 'Login with Email' and contains two input fields: 'Email' and 'Password'. Below these fields is a green 'Login' button. At the bottom of the form, there are two links: 'Forgot Password or ID Provider?' and 'Create a New Account'.

5. Error prevention

Prevent problems from occurring in the first place.



6. Recognition rather than recall

Objects, actions, and options should be visible to the user.

What are you interested in?

Arts & Culture ▾	Beliefs ▾	Books & Writing ▾	Career & Biz ▾
Crafts & Hobbies ▾	Dancing ▾	Education ▾	Food & Drink ▾
Games & Sci-Fi ▾	Identity ▾	Languages ▾	Moms & Dads ▾
Movements ▾	Music ▾	Outdoors ▾	Pets ▾
Photo & Films ▾	Social ▾	Sports & Fitness ▾	Tech ▾
Well-being ▾	Women ▾		

Next

7. Flexibility and efficiency of use

System should cater to both experienced and inexperienced users.

YOUR EASY ORDER

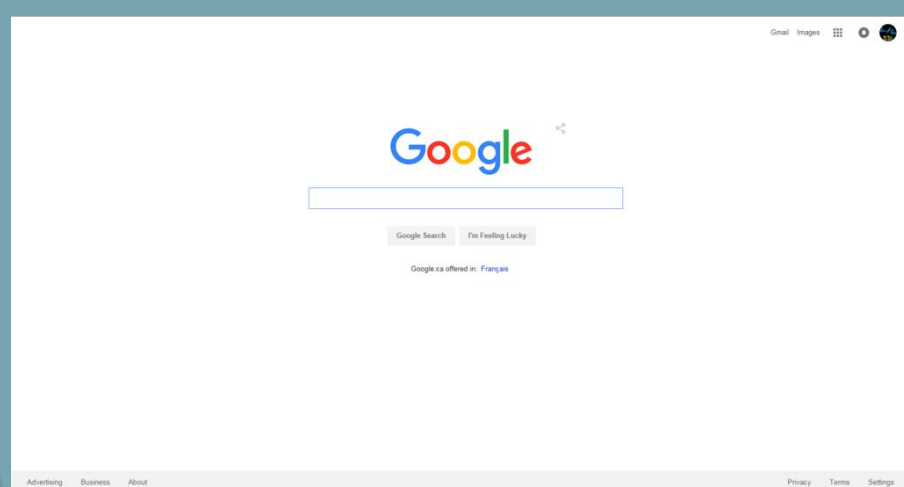
NO EASY ORDER SAVED

An Easy Order is the fastest way to order from Domino's. What you want, how you want to get it, and how you want to pay for it is all saved so it's simpler than ever to order next time.

CREATE AN EASY ORDER

8. Aesthetic and minimalist design

Focus on the essential concepts - do not display more than needed.




9. Help users recognize, diagnose, and recover from errors


Error messages should be simple, indicate the problem, and suggest a solution.

Name

Company

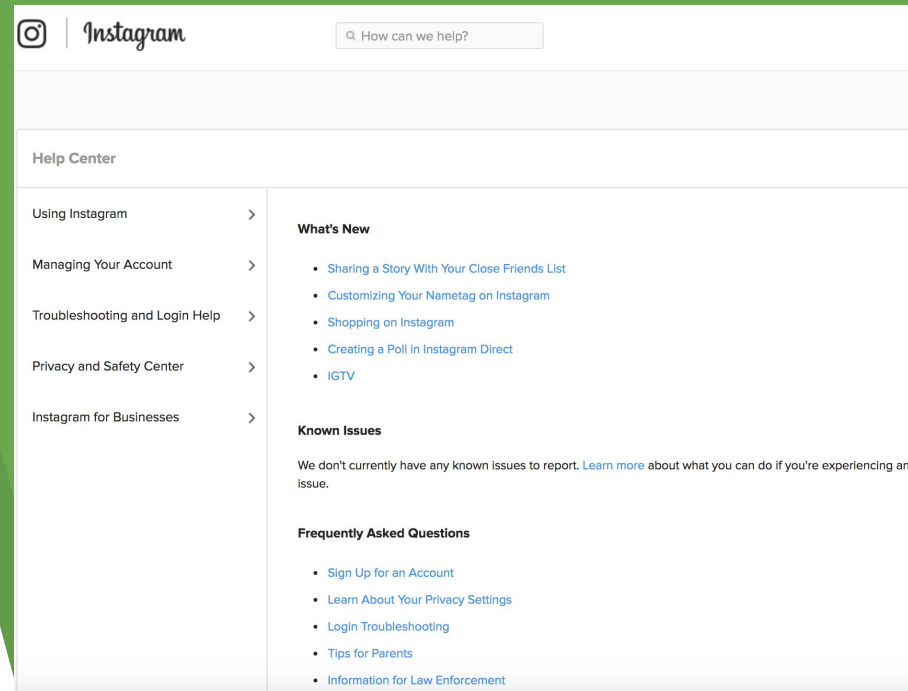
City 
City is required.

State

Zip Code 
Zip Code is required.

10. Help and documentation

Information should be easy to search, with concrete steps to be carried out.



Thank you!

Check out Nielsen Norman Group (NNG) for more information!

Feel free to contact me for any UX related questions: palakxverma@gmail.com