

Heuristics: Action



Ten Design Heuristics

UNDERSTANDING



Consistency



Use Familiar
Metaphors & Language



Clean & Functional Design

ACTION



Freedom



Flexibility



Recognition Over
Recall

FEEDBACK



Show Status



Prevent Errors



Support Error
Recovery



Provide Help

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Provide Help

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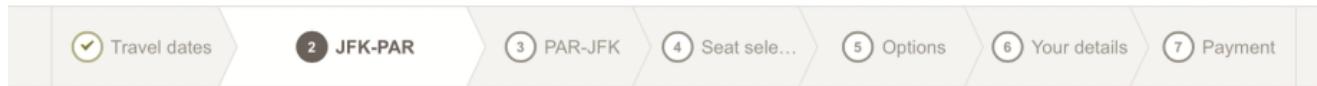
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Undo
Freedom

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JFK ZRH
21:00 → **10:50 +1**
JFK Intl. Apt

 Connection time: 1h 40m
LX 15 Operated by SWISS

Business from USD

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First
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6,448

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 Travel time: 10h 50m
LX 638 Operated by SWISS GLOBAL AIR LINES

JFK ZRH
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 Connection time: 6h 00m
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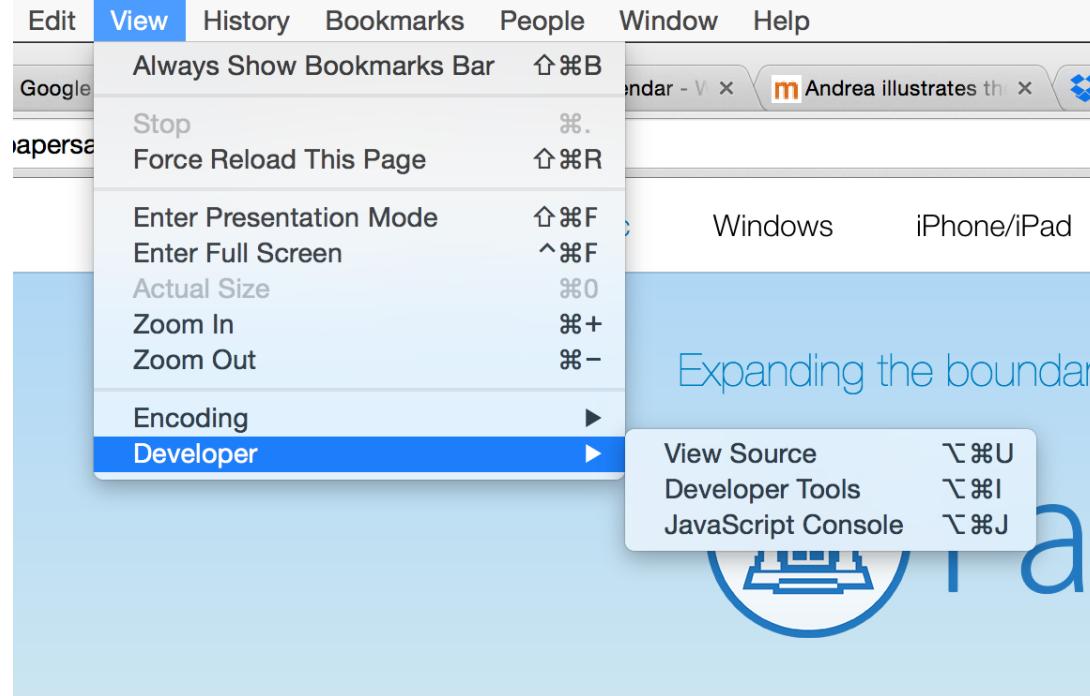
Prevent Errors



Support Error
Recovery



Provide Help



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Flexibility

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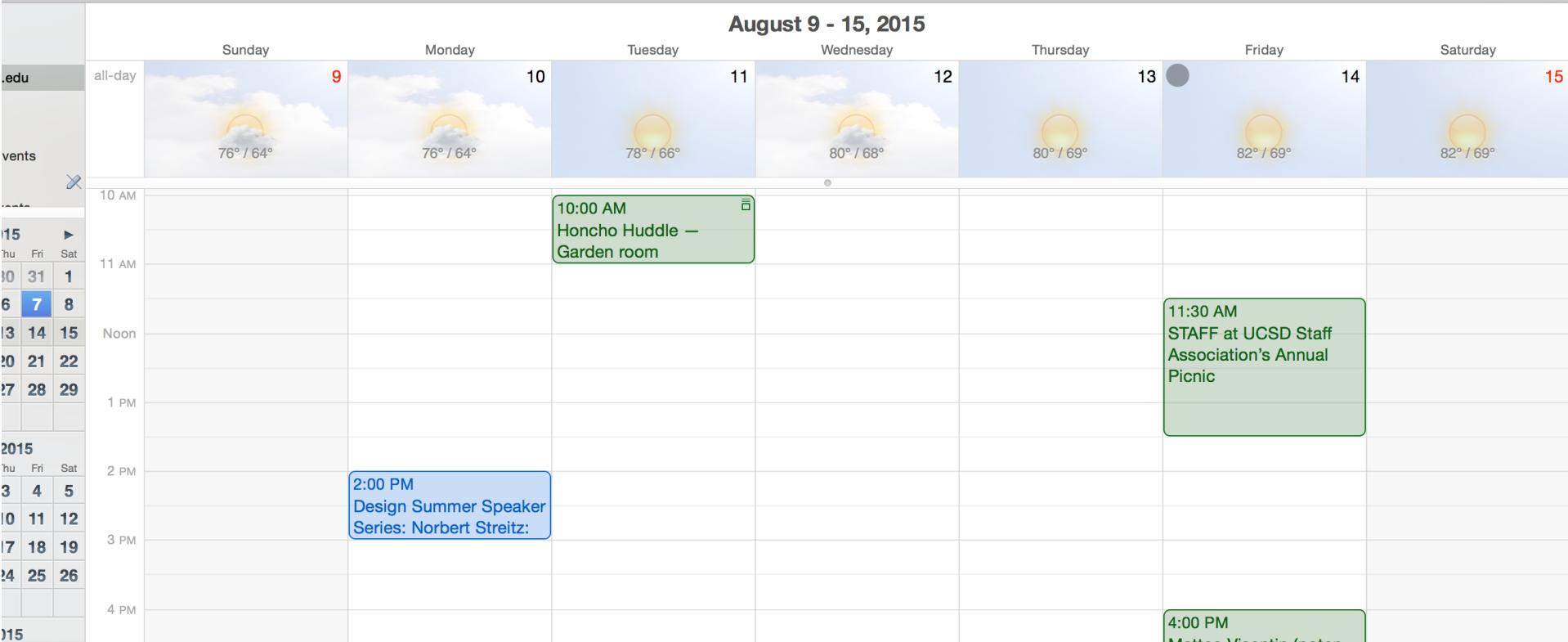
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 Start search over

Defaults with options
Flexibility

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August 9 - 15, 2015



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Proactivity Flexibility

White House Black Market

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Provide Help



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Avoid codes Recognition Over Recall

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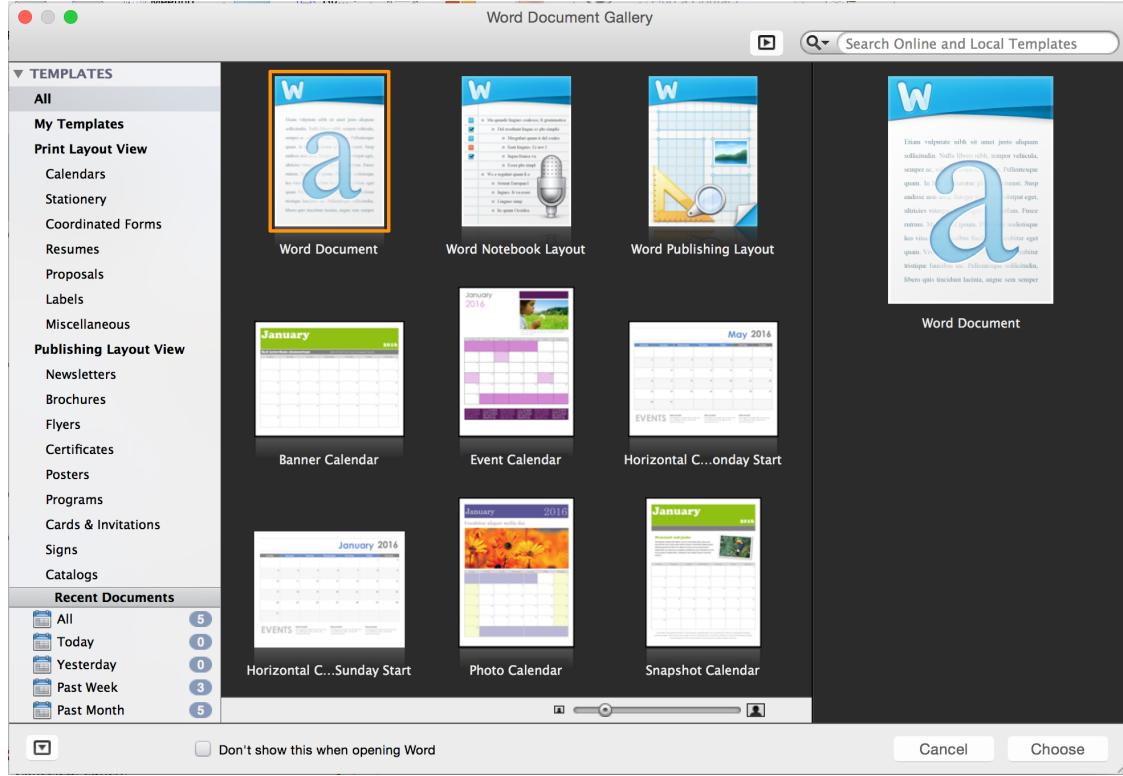
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Recall

FEEDBACK



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Recovery



Provide Help



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