

HUMAN-CENTERED DESIGN

Heuristics: Understanding

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The Design Lab



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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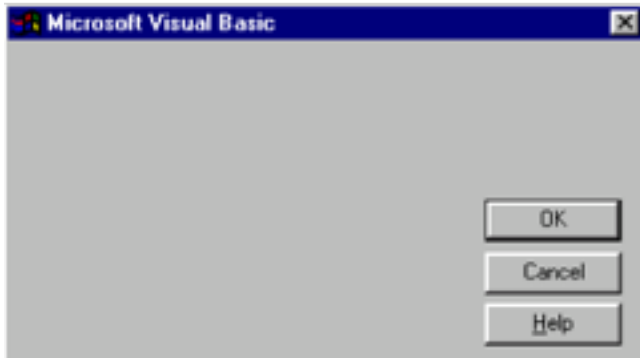
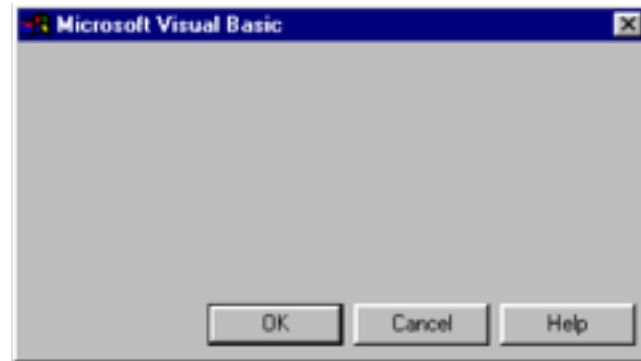
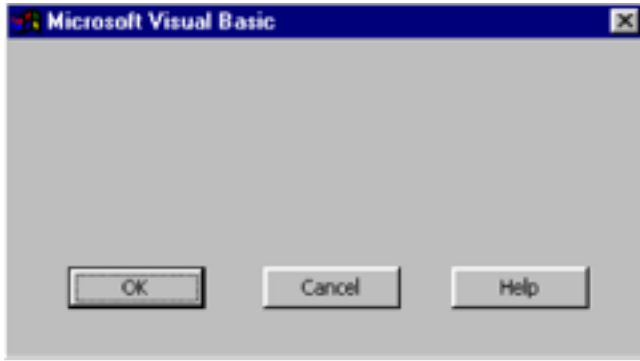
Prevent Errors



Support Error
Recovery



Provide Help



Consistent layout
Consistency

Microsoft Visual Basic 98

Send an email

Please provide the requested information below to contact us by email. Your inquiry will be forwarded to our Customer Service Team for resolution. Our goal is to respond and resolve your inquiry within 24 hours.

Privacy and Security

Verizon Wireless considers your personal information completely private and will not disclose to any outside organization for its use in marketing or solicitation. [View our Privacy Principles](#)

* Indicates required fields.

Topic*

Internet and Data Products

Subtopic*

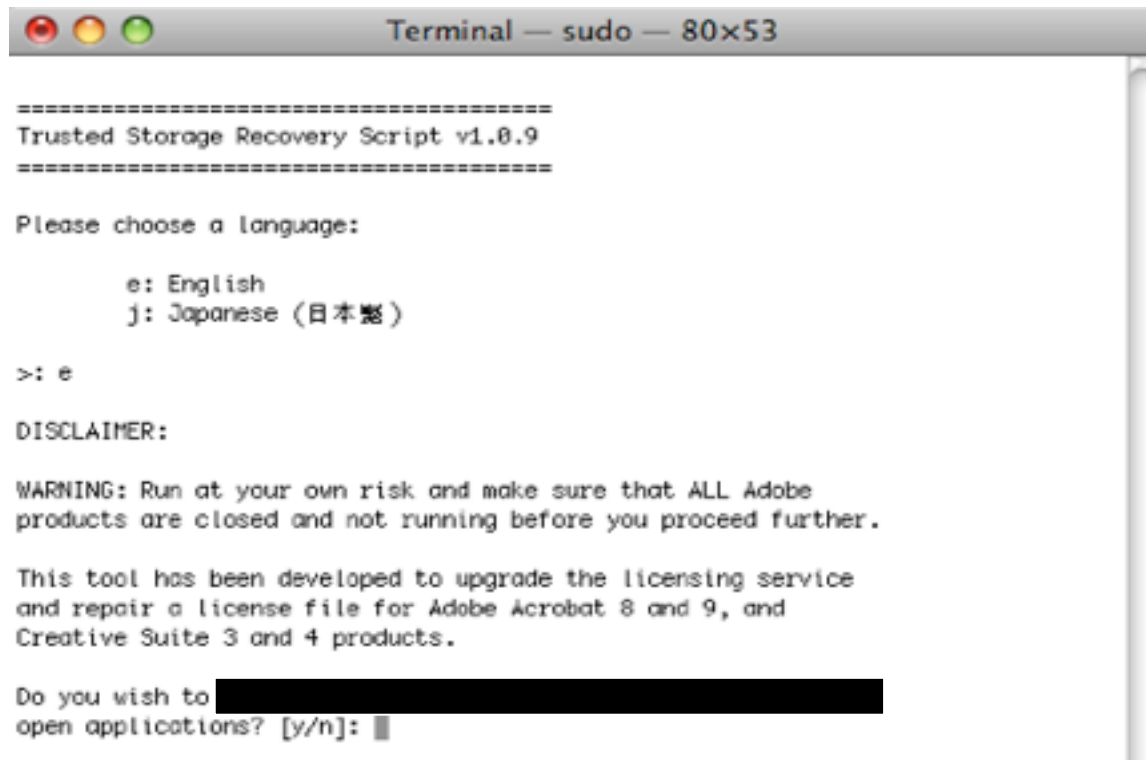
- ✓ ----- Please Select -----
- Mobile Office
- Mobile Web
- National Access
- Bluetooth Technology
- Broadband Access
- Blackberry/PDA Smartphone
- Wireless Sync

Question or Comment (for

2000

Consistent name Consistency

Verizon Wireless Customer
Service

A screenshot of a macOS Terminal window titled "Terminal — sudo — 80x53". The window displays the "Trusted Storage Recovery Script v1.0.9" interface. It prompts the user to "Please choose a language:" with options "e: English" and "j: Japanese (日本語)". The user has entered "e". Below this, a "DISCLAIMER:" section contains a "WARNING:" about running at one's own risk and a description of the tool's purpose: to upgrade the licensing service and repair a license file for Adobe Acrobat 8 and 9, and Creative Suite 3 and 4 products. The final prompt is "Do you wish to [redacted] open applications? [y/n]:", where the redacted part is a black box.

```
=====
Trusted Storage Recovery Script v1.0.9
=====

Please choose a language:

    e: English
    j: Japanese (日本語)

>: e

DISCLAIMER:

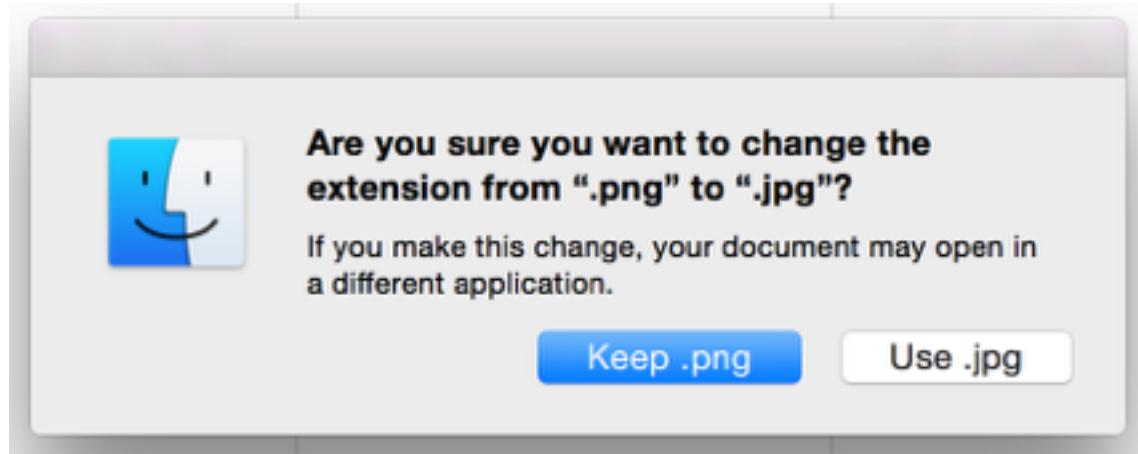
WARNING: Run at your own risk and make sure that ALL Adobe
products are closed and not running before you proceed further.

This tool has been developed to upgrade the licensing service
and repair a license file for Adobe Acrobat 8 and 9, and
Creative Suite 3 and 4 products.

Do you wish to [redacted]
open applications? [y/n]:
```

Consistent choice
Consistency

Adobe Acrobat License
Repair Utility



Clearer choices
Consistency

Apple Mac OS X Finder

Ten Design Heuristics

UNDERSTANDING

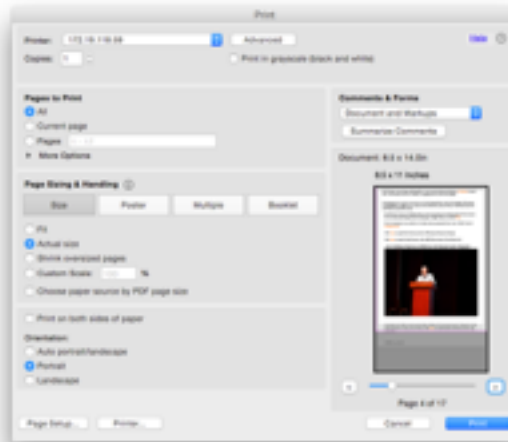


ACTION



FEEDBACK





the Domus Academy. [Click here](#) to read and translate the page.)

gn Minor class, The Design of Everyday
an and Jim Hollan. Check back soon for

ociation for Psychological Science about
ign. Read the article [here](#).

automatic driver cars. Check it out on

it Emotional Design

Click [here](#) to watch Scott Klemmer talk to BBC News about Cloud Education.

Jim Hollan Earns Lifetime Achievement Award



Metaphors

Familiar metaphors & language

Adobe Acrobat 2015



Desktop



Folder



Cart

Metaphors

Familiar metaphors & language

Images courtesy of SAP

[GAMES ▾](#)[VIDEO ▾](#)[COMMUNITY](#)

GAMES



TEEN TITANS GO!
Last Villain Standing



TEEN TITANS GO! GAMES

[PLAY ▶](#)

GUMBALL GAMES

Familiar metaphors
Familiar metaphors & language

<http://www.cartoonnetwork.com/>



Familiar language
Familiar metaphors & language

CIBIT visa application

Ten Design Heuristics

UNDERSTANDING

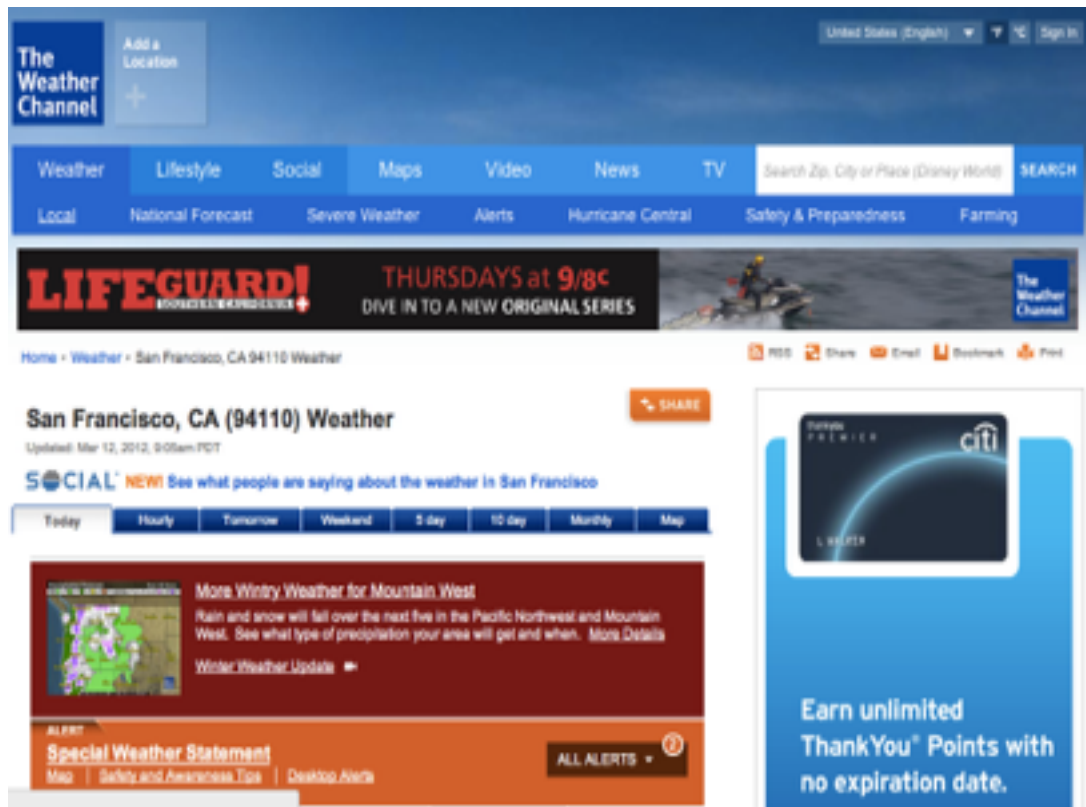


ACTION



FEEDBACK





Above the fold
Clean & Functional Design

The Weather Channel –
2012 design



Signal to noise
Clean & Functional Design

LINGsCARS.com

Was your issue or question resolved with your visit to the Help Center?

☐ Yes
☒ No

What information were you primarily looking for during your visit?

☐ How to get started with AdWords
☐ Ad approvals and policy help
☐ Customer support contact information
☐ Billing or payment help
☐ Account settings help
☐ Campaign management help
☐ Ad performance help
☐ Google Analytics or conversion tracking help
☒ Other reason (please specify):

Did you find the information you were looking for?

No, I found none of it	I found part of it	Yes, I found all of it
<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>

During your past visit, you browsed this help center page: <https://adwords.google.com/support/aw/bin/answer.py?hl=en&answer=177673>

Thinking about this page specifically, how helpful was the information on the Help Center page you saw, for the purpose of your visit? :

Not at all helpful	Not very helpful	Somewhat helpful	Very helpful	Extremely helpful
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

How clear was the information on this page (<https://adwords.google.com/support/aw/bin/answer.py?hl=en&answer=177673>)?

Not at all clear	Not very clear	Somewhat clear	Very clear	Extremely clear
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Signal to noise
Clean & Functional Design

Google help survey
2010

Print Loan Summary Letter
Forms

My Widgets (add widgets)

Add Widget



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Functionality
Clean & Functional Design

Nelnet

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**This video courtesy of Scott Klemmer
Produced by Events, Tours and Media Technology, Qualcomm Institute @ Calit2
University of California, San Diego
Directed by: SAP Labs LLC**