

**USABILITY**

*“Design is the rendering of intent.”*

*- Jared M. Spool*

## WHAT IS A HEURISTIC?

---

**Heuristic** in English simply means **based on experience**;  
a heuristic is a qualitative guideline, an accepted principle of usability

# 10 USABILITY HEURISTICS

Nielsen Norman Group

## System status visibility

The system should provide appropriate feedback.

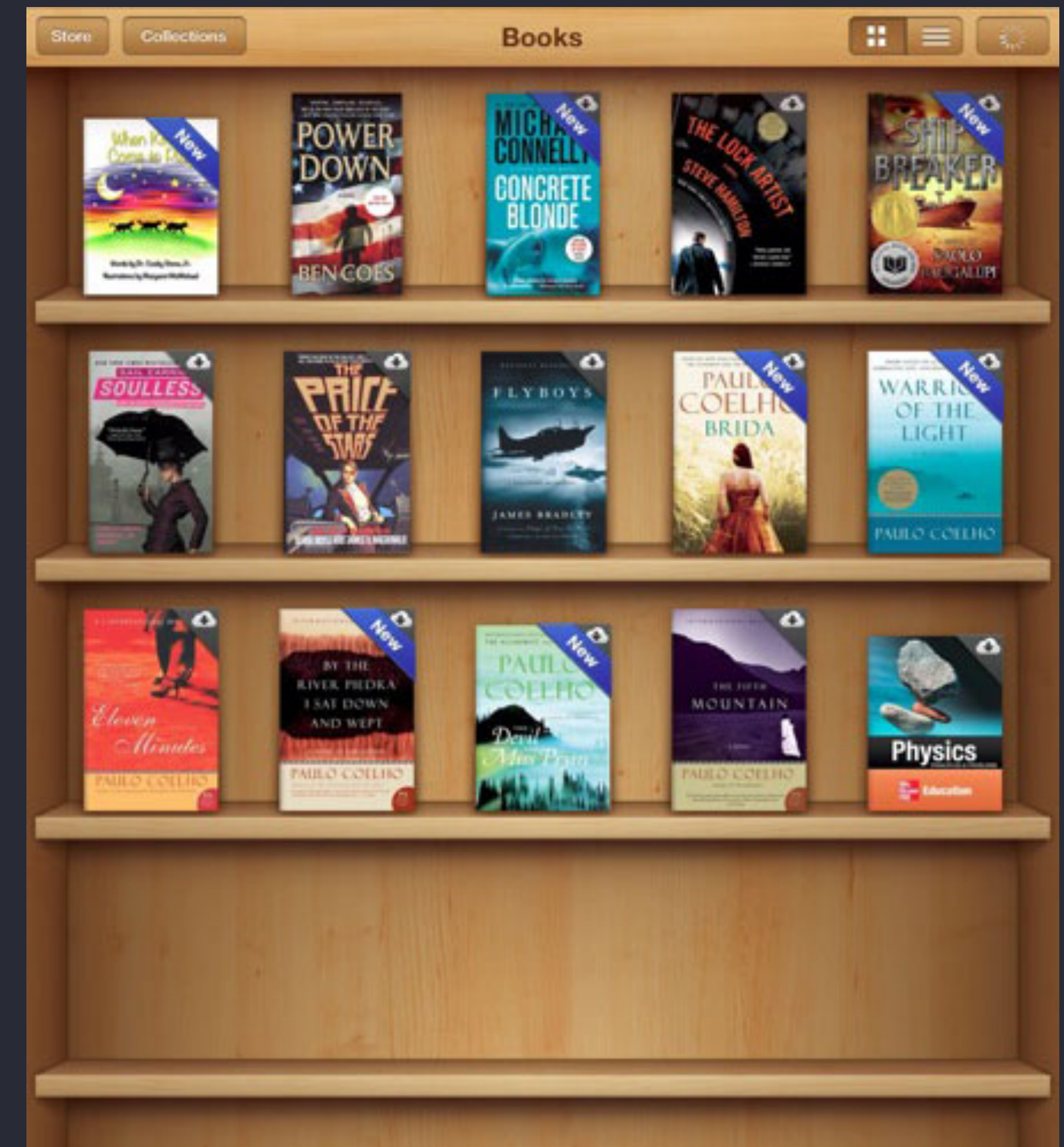


# 10 USABILITY HEURISTICS

Nielsen Norman Group

## Match between system and real world

Use language familiar to the user and follow conventions.

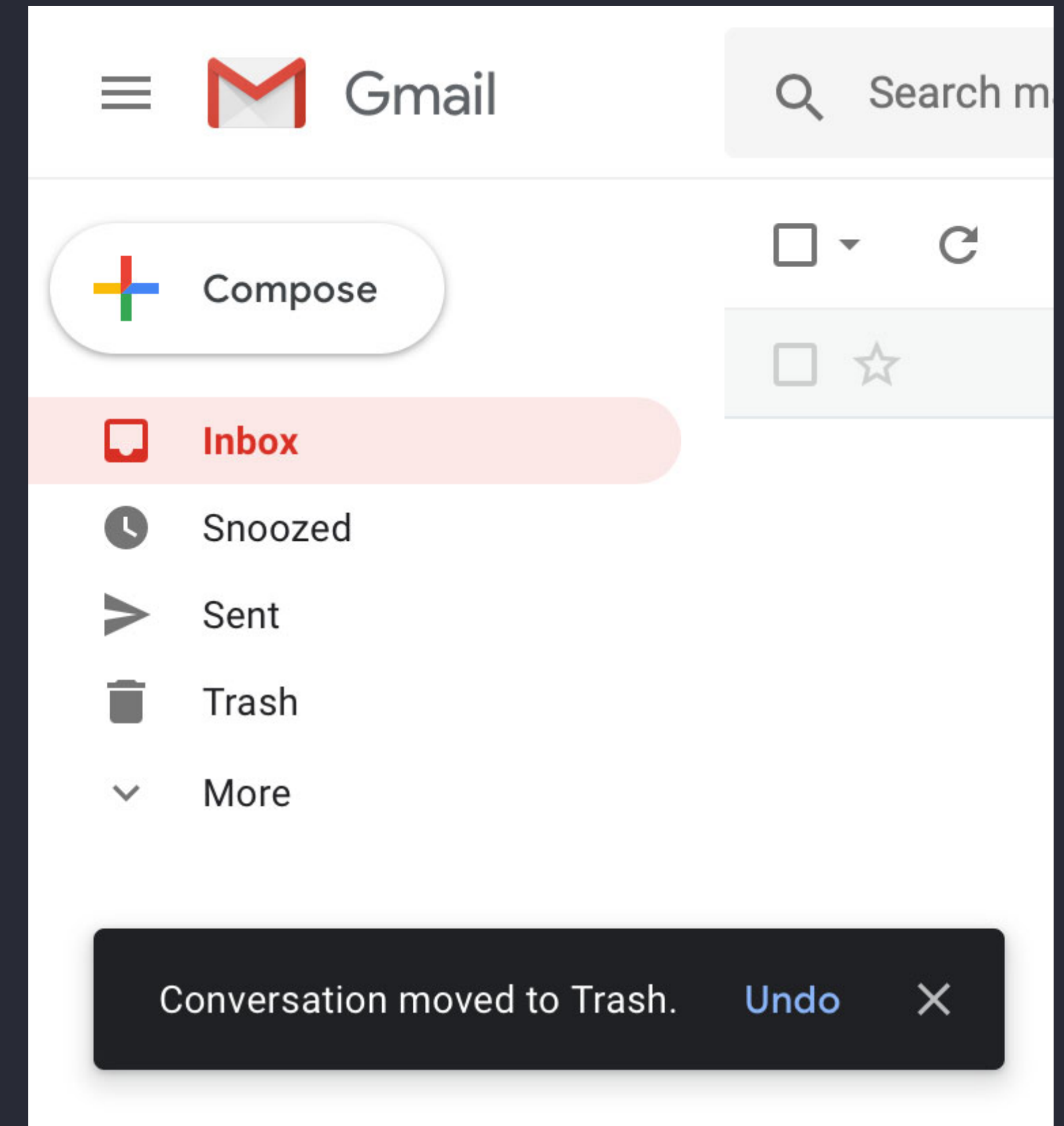


# 10 USABILITY HEURISTICS

Nielsen Norman Group

## User control and freedom

Provide emergency exits, undo, and redo.



# 10 USABILITY HEURISTICS

Nielsen Norman Group

## Error prevention

Don't just let users escape from errors: help users avoid them.

The screenshot shows a flight booking interface. At the top, there are dropdown menus for "Round-trip", "1 adult", and "Economy". Below these are buttons for "Toronto (YTO)" and "Lo...". A date selection calendar is open, showing "27/10/2018" for the departure date and "Return" for the return date. The calendar has tabs for "Dates", "Departure", and "Return", each with an "exact" dropdown. The calendar displays two months: October 2018 and November 2018. The date 27 is highlighted in blue in the October calendar. The background of the interface features a "Madame KAY PSYCHIC" sign.

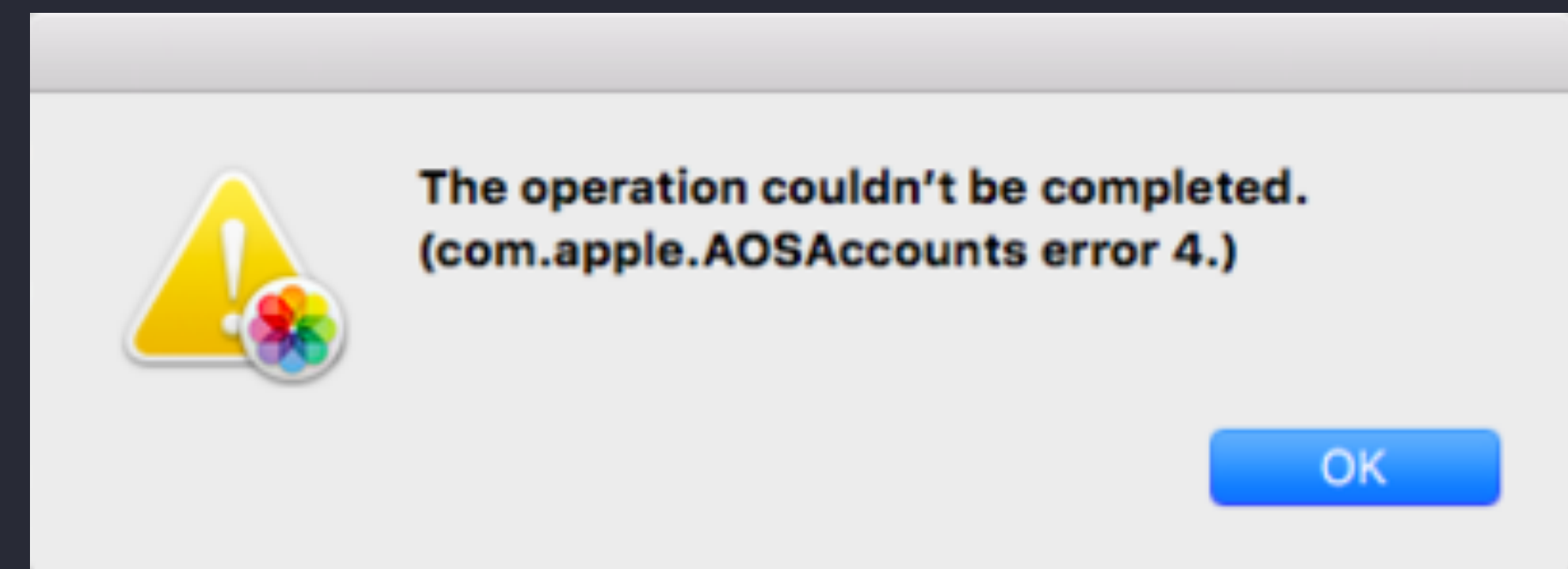
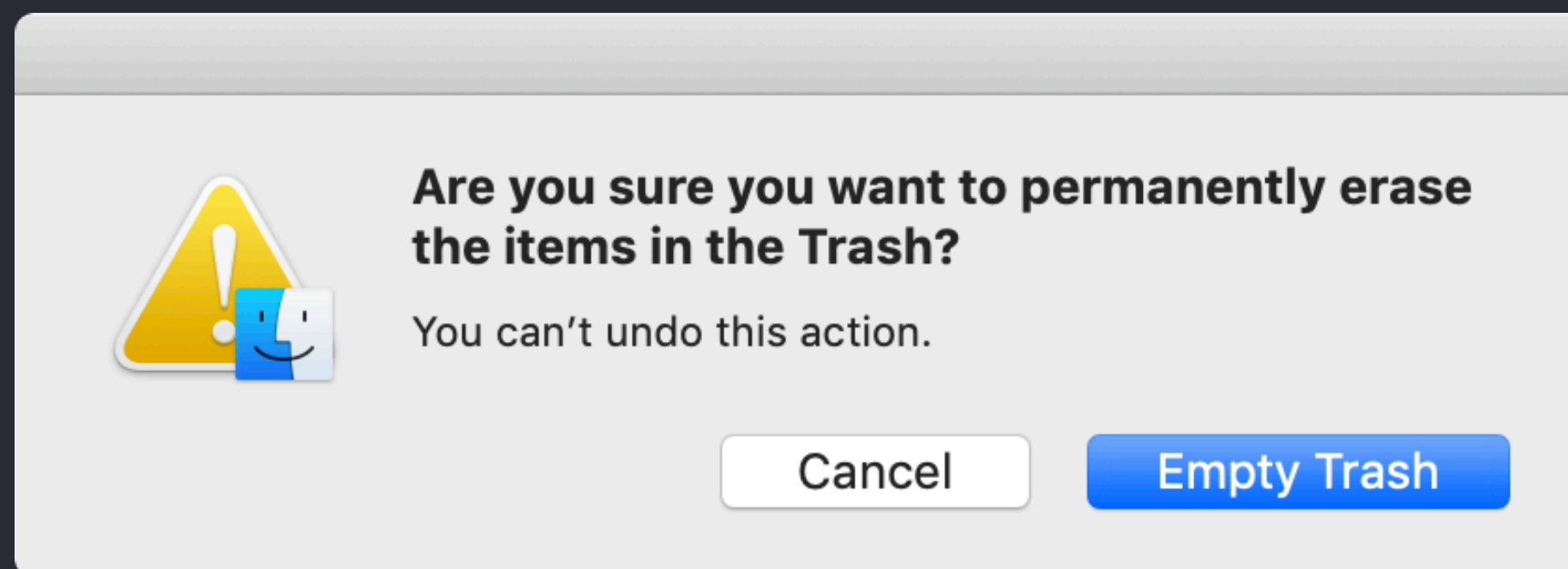
Dates	Departure	exact	Return	exact
Price Graph	< October 2018		November 2018 >	
Weekend	S M T W T F S		S M T W T F S	
Month	1 2 3 4 5 6		1 2 3	
	7 8 9 10 11 12 13		4 5 6 7 8 9 10	
	14 15 16 17 18 19 20		11 12 13 14 15 16 17	
	21 22 23 24 25 26 27		18 19 20 21 22 23 24	
	28 29 30 31		25 26 27 28 29 30	

# 10 USABILITY HEURISTICS

Nielsen Norman Group

## Help users recognize and recover from errors

Error messages should be helpful.



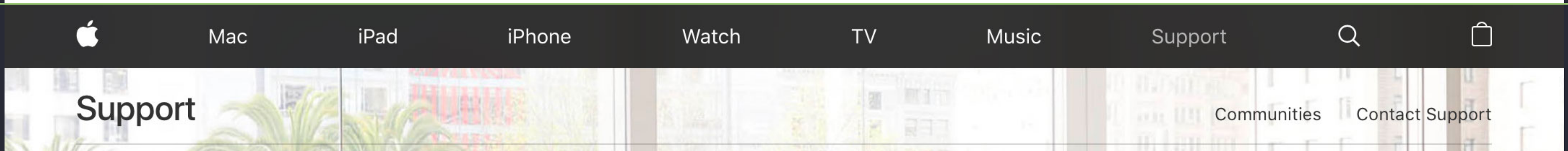
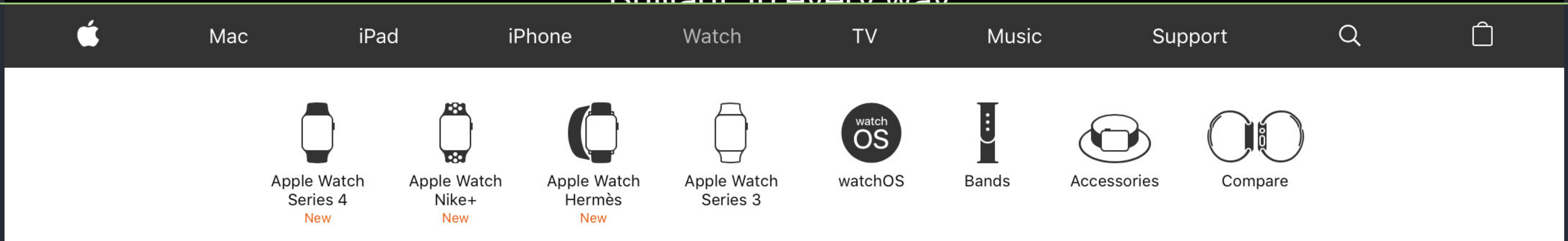
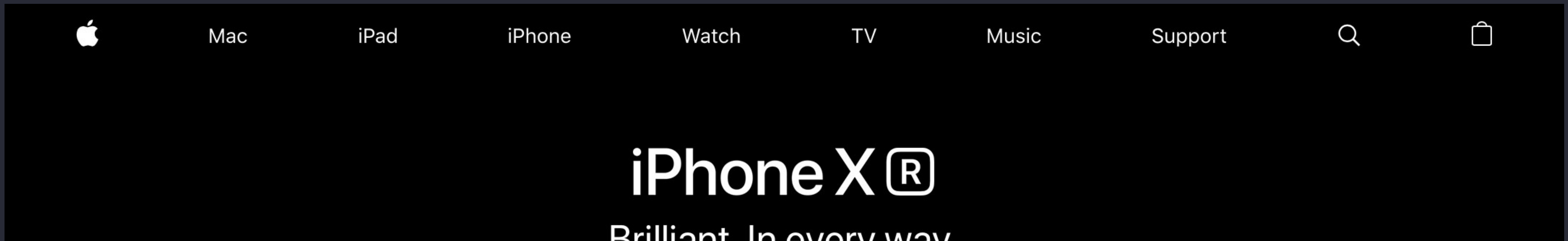


# 10 USABILITY HEURISTICS

Nielsen Norman Group

## Consistency and standards

Things that appear the same should behave the same.



# 10 USABILITY HEURISTICS

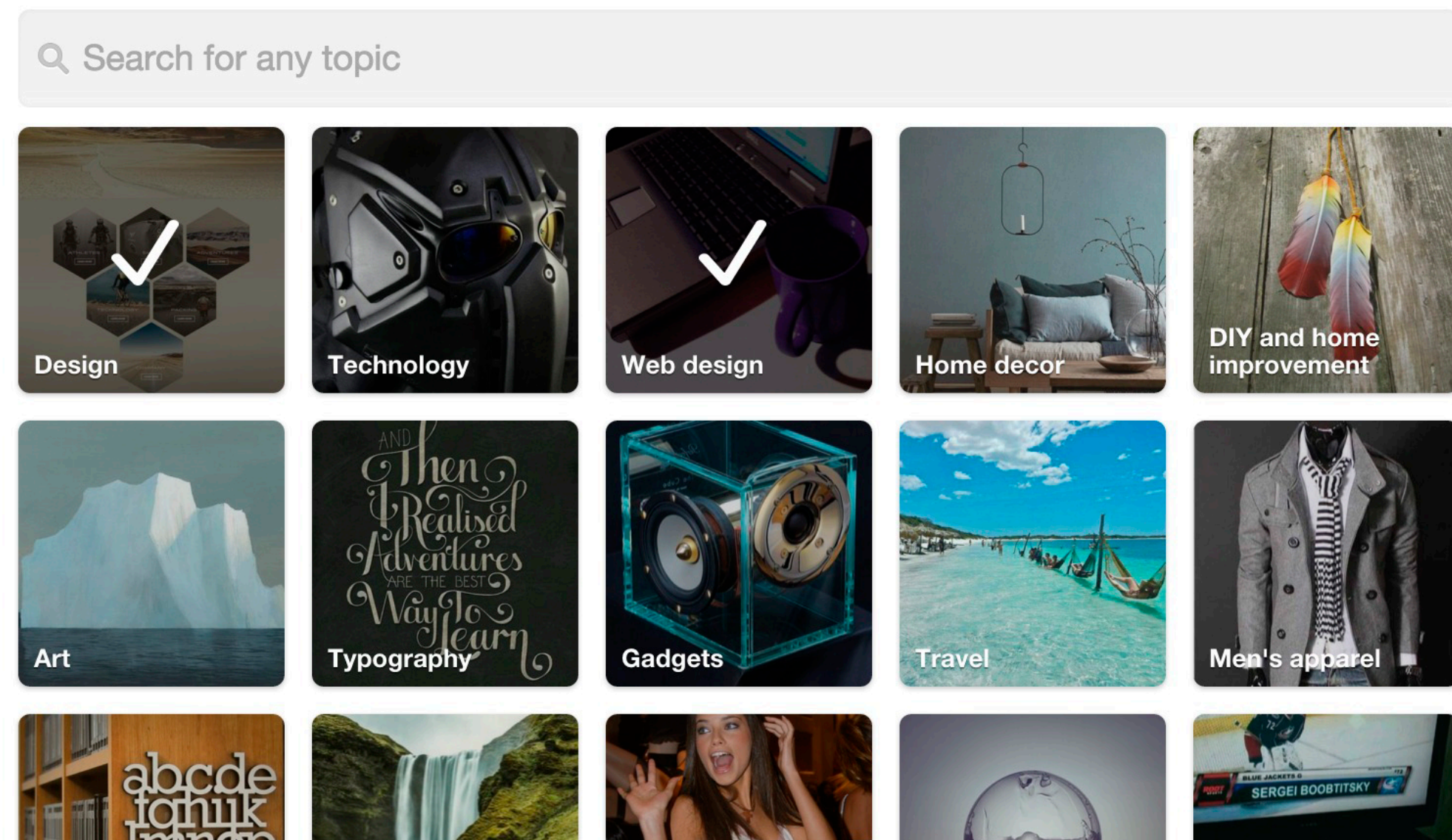
Nielsen Norman Group

## Recognition rather than recall

Options should be visible. Instructions should be easy to find. Don't make the user have to remember information.

### Follow 5 topics

Then we'll build a custom home feed for you

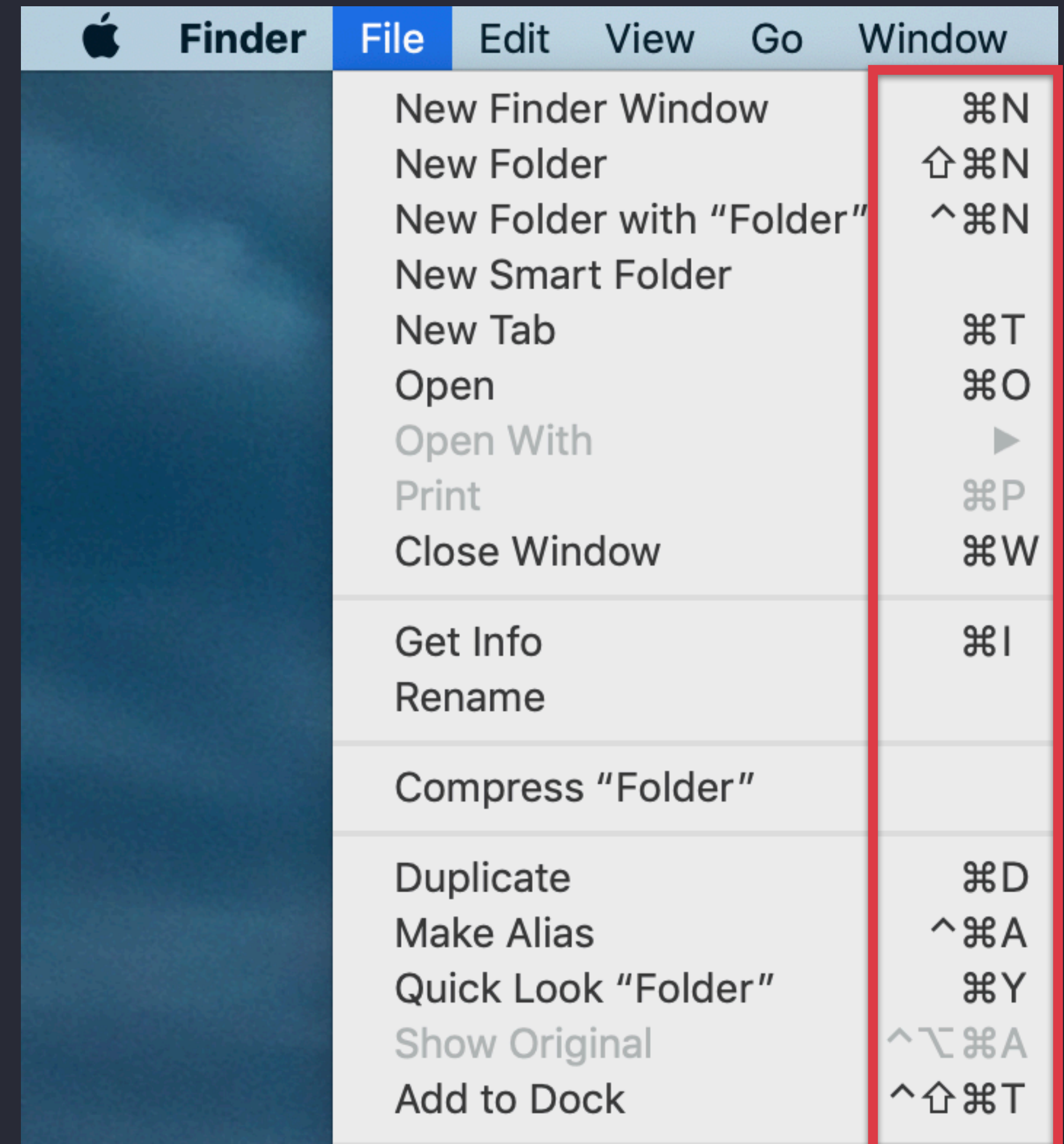


# 10 USABILITY HEURISTICS

Nielsen Norman Group

## Flexibility and efficiency of use

Support shortcuts for expert users.

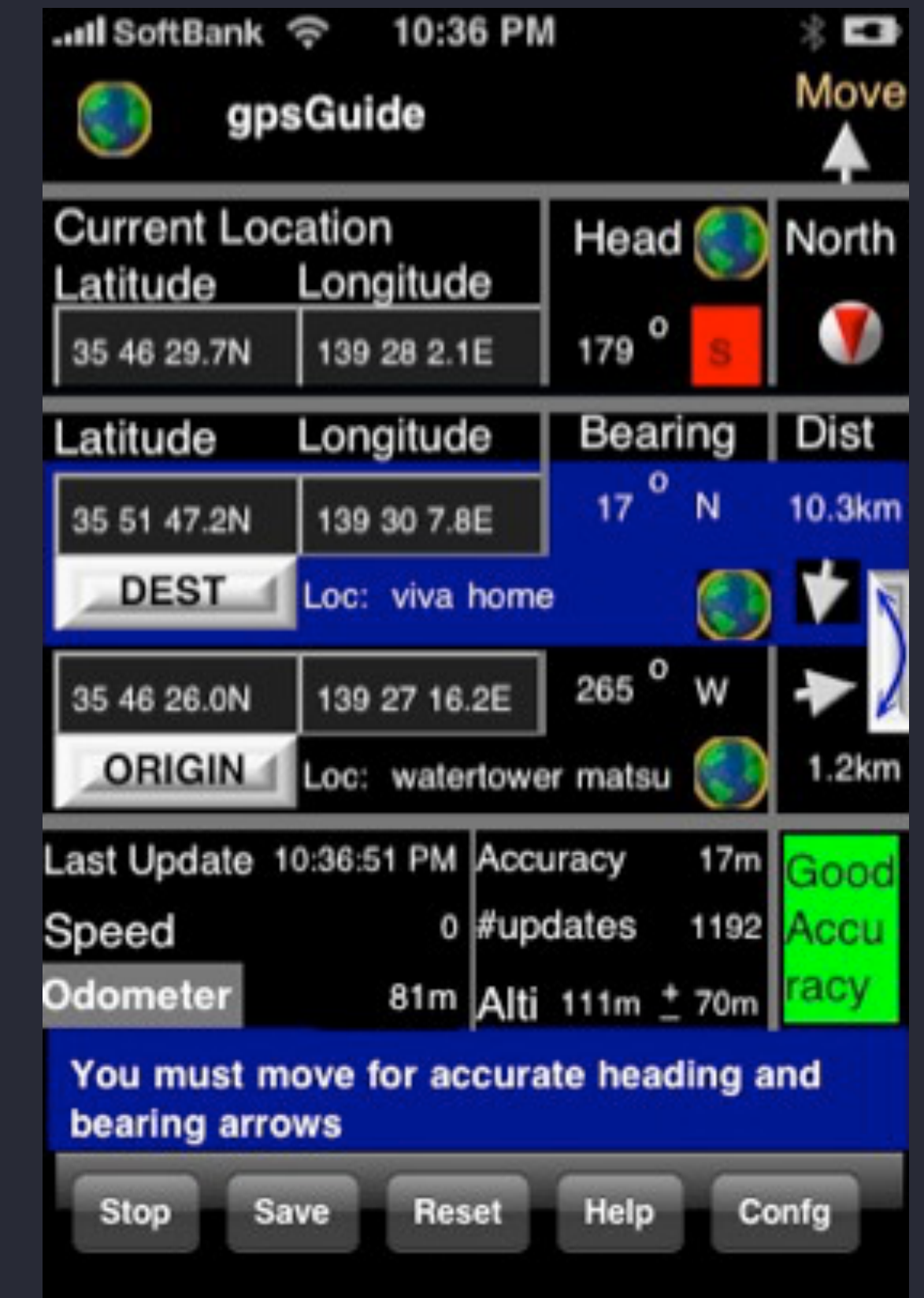
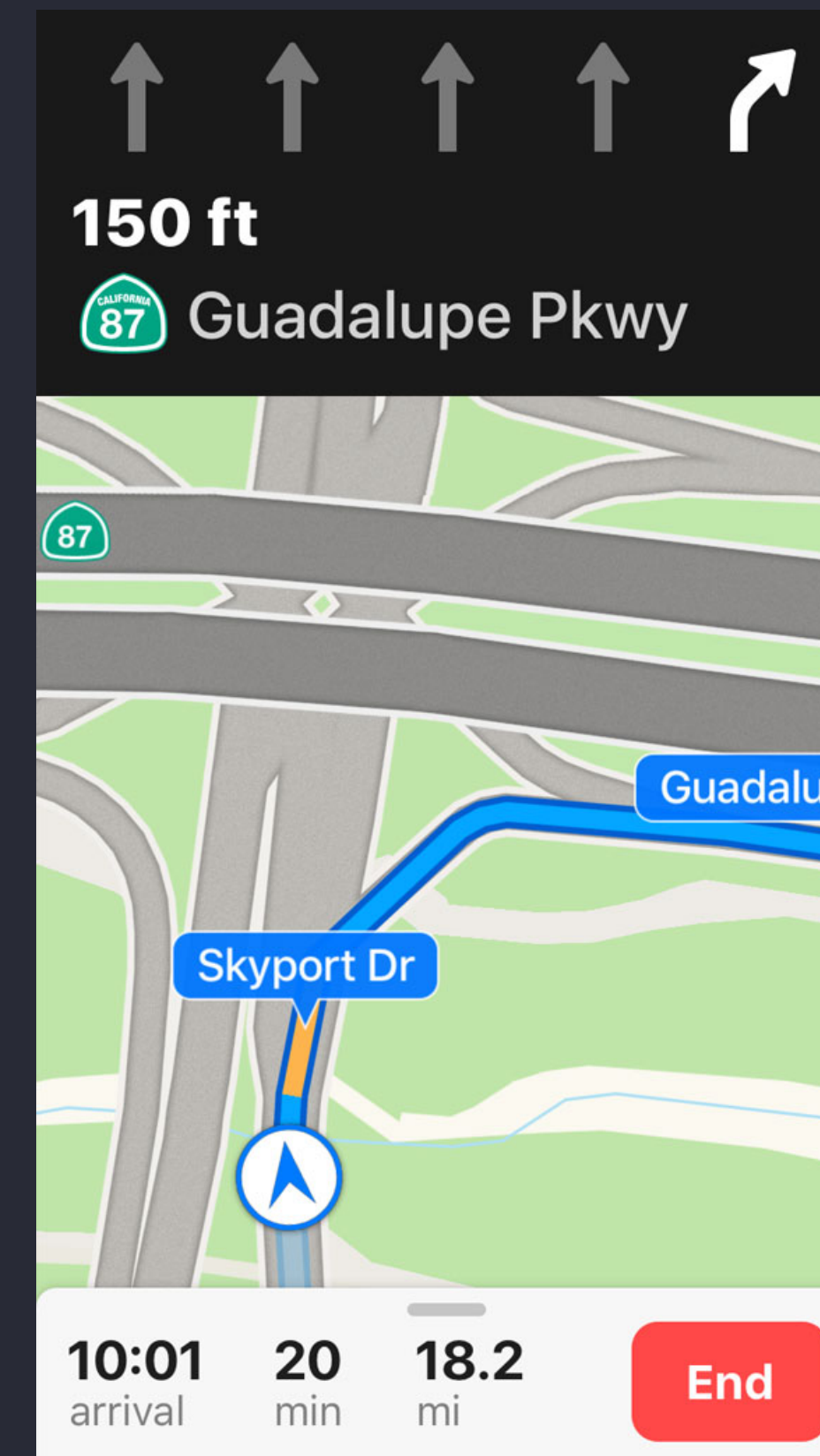


# 10 USABILITY HEURISTICS

Nielsen Norman Group

## Aesthetic and minimalist design

Avoid providing irrelevant information.



## Help and documentation

Ideally, the system should be usable without documentation, but help should still be available and task oriented.

Primary  
 Social  
 Promotions  
 Updates  
 Forums

Choose which message categories to show as inbox tabs. Other messages will appear in the Primary tab.

Deselect all categories to go back to your old inbox.

Primary  
 Social  
 Promotions  
 Updates  
 Forums

Social	Examples
Messages from social networks, media-sharing sites, online dating services, and other social websites.	LinkedIn      noreply Wikispaces      Dribbble WordPress Trac

# 5 COMPONENTS OF USABILITY

---

*Nielsen Norman Group*

## **Learnability**

How easy is it for users to accomplish basic tasks the first time they come across the design?

## **Efficiency**

Once users have learned the design, how quickly can they perform tasks?

## **Memorability**

When users return to the design after a period of not using it, how easily can they reestablish proficiency?

# 5 COMPONENTS OF USABILITY

---

*Nielsen Norman Group*

## **Errors**

How many errors do users make, how severe are these errors, and how easily can they recover from the errors?

## **Satisfaction**

How pleasant is it to use the design?

**QUESTIONS?**