

## Heuristic Evaluation of Inspo

### 1. Problem/Prototype Description

The following is a heuristic evaluation of *Inspo*, a platform meant to help writers overcome writer's block in the creative process by providing them with prompts, old writing samples, and writing by their friends.

#### Key

We defined the tasks as follows based on a combination of Inspo's slides, readme and figma prototype.

**Task 1:** Simple - Set up profile.

**Task 2:** Simple - Choose a story in your drafts section and share it.

**Task 3:** Medium - Create a new work either as a standalone or using a prompt as inspiration

**Task 4:** Complex - Go to your writing graveyard, choose a work you've already written, and edit it

**Task 5:** Simple - Go through the tutorial upon launching the app for the first time

### 2. Violations Found

#### 1. H1: Visibility of System Status: Severity 4, Found by A,B,C

- a. Task #: 2
- b. Problem Description: There is no place to see who you have already shared stories with.
- c. Rationale: After the user shares a story with a friend, a popup appears that confirms that the share was successful. However, after the popup disappears, there is no way to check whether a story has been shared, and with whom. This could potentially introduce complications to the simple task; users might be unsure whether they have already shared a draft with a certain friend. Users will want to know who they shared stories with (and maybe even get feedback on their stories) so that they don't resend stories to the same people.
- d. Suggested Fix: Add a field in each story that shows who you have shared it with already.

#### 2. H1: Visibility of System Status: Severity 2, Found by A

- a. Task #: 2
- b. Problem: There is no indication of progress through the tutorial, which is especially relevant because there is no way to skip it.
- c. Rationale: Users may want to know how far along the tutorial they are to gauge their time commitment.
- d. Suggested Fix: Add a progress bar for the tutorial and an option to skip.

#### 3. H2: Match b/w System & World: Severity 4, Found by A,B,C

- a. Task #: 4
- b. Problem Description: "The Graveyard"

- c. Rationale: “Graveyard” is not intuitive as a term for stories that always remain available and editable to the user. To me, the term “Graveyard” suggests that the stories there are old, and have been discarded or forgotten by the user. However, Graveyard’s functionality does not reflect that, since the user can create, read, or edit stories in the Graveyard at any time. It is also a slightly morbid term.
    - d. Suggested Fix: You could change the name “Graveyard” to something that reflects the current functionality in a more intuitive way (e.g. “Completed” or “Past Stories”). Alternately, you could change the functionality of “Graveyard” to be more grave-like (e.g. it could just be for stories the user is considering discarding), but also add another category for completed stories that the user definitely wants to keep.
- 4. H3: User Control & Freedom: Severity 2, Found by A,B,C**
  - a. Task #: 5
  - b. Problem Description: No option to skip the demo/ instructions
  - c. Rationale: The user is forced to go through the whole demo -- what if they already know how to use it/ find the app intuitive? They may want to skip this part.
  - d. Suggested Fix: Include a skip demo button.
- 5. H3: User Control & Freedom: Severity 2, Found by B**
  - a. Task #: all
  - b. Problem Description: No “back” button when you click on the profile icon
  - c. Rationale: Users often want to undo actions/ go back to where they previously were, so they should be able to go back to the previous page when they click on the profile icon in the top right corner.
  - d. Suggested Fix: Add a “back” button to return to the previous screen.
- 6. H3: User Control & Freedom: Severity 2, Found by B**
  - a. Task #: 3
  - b. Problem Description: User has to input a story name before deciding what to do with the draft.
  - c. Rationale: The user may not want to give each story a name.
  - d. Suggested Fix: If a user doesn’t want to input a name, just name it Untitled #X. Show “Save,” “Graveyard,” and “Share” options on the same screen of the popup as the title box.
- 7. H3: User Control & Freedom: Severity 3, Found by B,C**
  - a. Task #: 4
  - b. Problem Description: There is no way to fork a copy of the draft or undo changes.
  - c. Rationale: Users may want to edit a draft in a new copy or be able to undo changes so that they can save the old version. This could especially happen with the user is editing a friend’s story.
  - d. Suggested Fix: Add a place to make a different version/ edited version of a graveyard story so that you can save both the original and the new edited version. You could also include an “Undo” button and/or allow users to exit the writing screen without saving changes
- 8. H3: User Control & Freedom: Severity 1, Found by B**

- a. Task #: 3
  - b. Problem Description: The user only has the option to enter the story title once they have finished writing the story.
  - c. Rationale: User might want to add a story title earlier on.
  - d. Suggested Fix: Add a place at the top of the screen where the user can add a title, like in Google docs.
- 9. H3: User control and freedom: Severity 4, Found by A,B,C**
- a. Task #: 2/3/4
  - b. Problem Description: On the same two modals that pop up when making a story, there is no way to go back or exit out of the modals.
  - c. Rationale: For example, if the user wants to keep editing the story, or go back and change the story title from the second modal, they are unable to do that.
  - d. Fix: Add “back” and or “X” buttons to the modals.
- 10. H3: User Control and freedom: Severity 2, Found by A**
- a. Task #: 1
  - b. Problem Description: It is a little confusing that the first page displayed upon opening the app (as well as the start of the tutorial) is on the Drafts page, which is third in the navigation menu.
  - c. Rationale: I think that the user’s expectations would be that the app opens them up to the home (Inspo) page.
  - d. Suggested Fix: Have the app open to the Inspo page and have the tutorial start here.
- 11. H3: User control and freedom: Severity 3, Found by A,C**
- a. Task #: 1
  - b. Problem Description: Choosing to share a draft with a friend takes the user to the Drafts page, which is a little confusing.
  - c. Rationale: Does sharing also save the story to the drafts? It seems like there may be several different functionalities roped into one here.
  - d. Suggested Fix: Specify or separate the processes. Have the “Share” button say “Share and Save” or have the “Share” button on the same level as the check icon so that users can separately share and save their draft.
- 12. H3: User control and freedom: Severity 4, Found by A,B,C**
- a. Task: #2
  - b. There is no way to get out of the screen to write a new story without going through the entire process of creating and naming a story. Users might want to abandon a story they started or navigate away because they clicked into the “write post” screen accidentally.
  - c. Suggested Fix: Add a “back” or “cancel” button, or keep the navigation menu visible at the bottom.
- 13. H3: User Control and Freedom: Severity 3, Found by C**
- a. Task: #2, 3, 4
  - b. Problem Description: If the user accidentally sends a story to a friend, the Graveyard, or My Drafts when they meant to choose one of the other two

options, there is no way to recover the story or move it between sections of the app.

- c. Rationale: User may want to move stories around.
- d. Suggested Fix: There could be a “Move” option by the story titles in both My Drafts and The Graveyard. To make sure the user doesn’t accidentally lose their story by sending it immediately to a friend instead of saving it, there could be a “Sent” page on the app. Alternately, choosing “Send” could also automatically save the story somewhere.

**14. H4: Consistency and Standards: Severity 4, Found by A,B,C**

- a. Task #: 2,3, 4
- b. Problem Description: Both Graveyard and Draft stories can be edited and accessed at any time, so their functionalities are very similar.
- c. Rationale: Thus, it seems odd that they are separated such that “My Drafts” gets its own tab, whereas “Graveyard” is one section in the “Inspo” tab. This, plus the fact that graveyards do not immediately suggest inspiration to me, made the complex task a bit difficult--it was not intuitive for me to look for “The Graveyard” in the “Inspiration” section of the app.
- d. Suggested Fix: “Graveyard” could have its own tab.

**15. H4: Consistency and Standards: Severity 4, Found by C**

- a. Task #: 2,3, 4
- b. Problem Description: The word “save” is used inconsistently. When the user completes a story on the writing screen, a popup asks them to choose between “Save,” “Graveyard,” and “Share.” “Save” saves her work to “My Drafts,” while “Graveyard” saves their work to “Graveyard.” It is not clear that “Save” means specifically to save to My Drafts.
- c. Rationale: This is confusing, as the confirmation that appears when the user taps Graveyard reads, “Story Saved to Graveyard.” Moreover, tapping “Save” takes the user to a “My Drafts” page, not a “Saved” page.
- d. Suggested Fix: You could replace “Save” with “Drafts” in the popup options that appear when the user finishes writing a story.

**16. H4: Consistency and Standards: Severity 3, Found by A,C**

- a. Task #: 4
- b. After choosing “Graveyard” in the popup options after completing a story, the user is taken to “My Drafts.” If the user chooses “Save,” they are also taken to “My Drafts.” If the user chooses “Share,” they are taken to a page where they can choose friends within whom to share their story.
- c. Rationale: I think that choosing each option should take the user to the page where they can immediately see the result of that option.
- d. Suggested Fix: Choosing “Graveyard” could take the user to The Graveyard.

**17. H4: Consistency and Standards: Severity 3, Found by B,C**

- a. Task #: 2, 3, 4
- b. Problem Description: Unclear icons

- c. Rationale: To edit stories that have been shared with her, the user clicks an icon that looks like an open envelope. To edit stories in the Graveyard or My Drafts, she clicks an icon that looks like a paper and pencil. Since the paper-and-pencil icon is more intuitive, it is not clear that clicking on the envelope icon will allow the user to edit a story that has been shared with her.
- d. Suggested Fix: You could change the icon next to shared stories to also be the paper/pen icon, or just delete this icon altogether.

**18. H4: Consistency and Standards: Severity 2, Found by B, C**

- a. Task #: 3
- b. Problem Description: "Shared stories" title text too similar in size to the names of the stories (hard to see the title).
- c. Rationale: It is hard to see which text is most important
- d. Suggested Fix: Make the font of "shared stories" bigger or make the font sizes of the names of the stories smaller.

**19. H4: Consistency & Standards: Severity 2, Found by B**

- a. Task #: 3
- b. Problem Description: When you edit a shared story, the notification sign saying that you have edited the story covers the text that says "Shared Stories."
- c. Rationale: Unclear why the "Shared Stories" header disappeared.
- d. Suggested Fix: Move the notification to a different location on the page, so the header is still visible.

**20. H4: Consistency & Standards: Severity 2, Found by B**

- a. Task #: 3
- b. Problem Description: "Shared stories" vs "My drafts"
- c. Rationale: Are users only allowed to write stories on this app? "Shared stories" would indicate that this is the case. What if you write a piece of descriptive writing -- is that not allowed?
- d. Suggested Fix: Change the name of "Shared stories" e.g. to shared drafts.

**21. H4: Consistency and standards: Severity 2, Found by A**

- a. Tasks #: 2
- b. Problem Description: The tutorial is displayed as "Prompts" in the Inspo page.
- c. Rationale: This is a bit confusing because before, the tutorial was in a separate popup.
- d. Suggested Fix: Keep the tutorial in its own popup.

**22. H4: Consistency and standards: Severity 1, Found by A**

- a. Task#: all
- b. Problem Description: There are at least 3 different shades of the pink/beige used in the header text alone.
- c. Rationale: This was confusing visually, as I wasn't sure whether there was supposed to be a difference in the shades, and if so, what that difference meant.
- d. Suggested Fix: Make the exact colors consistent across the design, or make the contrasts between different colors more obvious.

**23. H4: Consistency and standards: Severity 2, Found by A**

- a. Task #: 2
  - b. Problem Description: On the “Write story” page, the second modal that pops up with “What do you want to do with story 4” is inconsistent with the previous modal, “What’s your story’s title?”. The font size and centering are inconsistent between the two modals.
  - c. Rationale: This is confusing and not aesthetically sound.
  - d. Suggested Fix: Make the text and alignment consistent between the two modals. As per the last issue, I would recommend making the text of the first modal smaller.
- 24. H4: Consistency and Standards: Severity 1, Found by B**
- a. Task #: 4
  - b. Problem Description: Graveyard is called “The Graveyard” on the “Inspo” page, but “Graveyard” on the “Create” page.
  - c. Rationale: It may look nicer to just say “Graveyard” throughout the app.
  - d. Suggested Fix: Change the text.
- 25. H4: Consistency and Standards: Severity 4, Found by A,B,C**
- a. Tasks #: 4
  - a. Problem Description: to share a story from The Graveyard, the user must open the story, click the checkmark, decide whether to rename the story, and then click Share. This is inefficient. It is much easier to share a story from My Drafts, where there is a paper airplane icon next to all story titles.
  - b. Rationale: Thus, there is an inconsistency in how the user shares stories. Moreover, if the user wants to share a story from The Graveyard, they must remember from other tasks that there is a way to share stories from the writing screen.
  - c. Suggested fix: Add a Share icon next to the Edit icon in The Graveyard, or remove the sharing functionality completely from The Graveyard stories.
- 26. H5: Error prevention: Severity 1, Found by A**
- a. Task #: 1
  - b. Problem Description: No password strength indicator
  - c. Rationale: Would be great to have an acceptable password/strength indicator when creating an account. This will help keep your users secure and eliminate user frustration of typing an invalid password and then having to start over.
  - d. Suggested Fix: Add a status that updates as the user types their password, indicating the strength and acceptableness of the password.
- 27. H6: Recognition not Recall: Severity 2, Found by B**
- a. Task #: 2
  - b. Problem Description: Are “Shared stories” stories you have written and shared or stories written by others that were shared with you?
  - c. Rationale: I know that you went over this in the demo, but I can’t remember which it was.
  - d. Suggested Fix: Change the name of “Shared stories” to make it more clear what this section is for.

**28. H6: Recognize rather than recall: Severity 4, Found by A, B**

- a. Tasks #: 3
- b. Problem Description: There is no title or header on the “Create” page that allows the user to remember which page (i.e. Graveyard, Drafts, Shared Stories or Create) they came from.
- c. Rationale: Users could lose track of where the story they are editing came from; different kinds of stories could have different norms for renaming, editing, etc.
- d. Suggested Fix: Add a header to the “write post” page.

**29. H6: Recognition rather than recall: Severity 2, Found by A**

- a. Tasks #: 3 and 4
- b. Problem Description: There are very few details visible about Graveyard stories.
- c. Rationale: In The Graveyard, it may be helpful to include more information about each story than just a preview of the content. Users may also want to see the title of the piece as well as when it was last edited--like what they can see by their stories in My Drafts.
- d. Fix: Add “title” and “last edited” parameters to The Graveyard listings.

**30. H6: Recognition rather than recall: Severity 2, Found by A**

- a. Tasks #: 3 and 4
- b. Problem Description: No preview of text on the Drafts page
- c. Rationale: In The Graveyard, the user is reminded about the content for their stories without having to click into each one. This helps with recognition of stories in The Graveyard, but these previews don’t exist in My Drafts.
- d. Suggested Fix: Add a content preview to each story listing in Drafts.

**31. H7: Flexibility and efficiency of use: Severity 3, Found by C**

- a. Tasks: #2
- b. Problem Description: Stories in the “Shared stories,” “Graveyard,” and “My Drafts” sections are not clearly organized.
- c. Rationale: Writers with a lot of experience or credibility may have a lot of people sending them “Shared Stories” to get their feedback. Frequent users might also create many drafts or add many stories to The Graveyard. All of these sections could become cluttered and difficult to find anything in.
- d. Suggested Fix: You could add a hierarchical structure (such as folders) or a search feature (e.g. by keywords) to these sections.

**32. H7: Flexibility and Efficiency of Use: Severity 3, Found by B, C**

- a. Task #: 2
- b. Problem Description: there is no way to view all friends, or add and delete them.
- c. Rationale: There does not seem to be a way for the user to view a list of her friends besides going through the entire story-writing process and then choosing “Share.” There also does not seem to be a way for the user to add friends.
- d. Suggested Fix: Perhaps the user’s profile could include a button that would allow them to see their friends; the page that this links to could include an “add friends” functionality.

**33. H7: Flexibility & Efficiency of Use: Severity 2, Found by B**

- a. Task #: 3
  - b. Problem Description: There is no way to export work from the app.
  - c. Rationale: While it is easy to share drafts with friends through the app, there is no place to export work to a different platform (e.g. through email or text). The user may want to continue editing the work on their computer in Microsoft Word for example, or send drafts through other means.
  - d. Suggested Fix: Add a place to export stories to other platforms.
- 34. H7: Flexibility & Efficiency of Use: Severity 3, Found by A, B, C**
- a. Task #: 1
  - b. Problem Description: There is no way for the user to edit or delete their profile or change their app settings.
  - c. Rationale: A user may want to change their name and/or location displays.
  - d. Suggested Fix: Add an “edit profile” option and/or a settings tab somewhere on the profile page.
- 35. H7: Flexibility & Efficiency of Use: Severity 1, Found by B**
- a. Task #: 2
  - b. Problem Description: There is no way to rank drafts/ favorite them.
  - c. Rationale: Users may like some drafts more than others, so they might want to bookmark some drafts.
  - d. Suggested Fix: Add a favorites or bookmark option.
- 36. H8 Aesthetic & Minimalist Design: Severity 1, Found by A**
- a. Task #: 3, 4
  - b. Problem Description: Popup for naming story is too big.
  - c. Rationale: When naming a story, the text for the popup is quite big and wraps onto two lines, which doesn’t look great.
  - d. Fix: Decrease the font size or shorten the prompt to “Title” or “Enter a Title.”
- 37. H8 Aesthetic and minimalist design: Severity 1, Found by A and C**
- a. Task #: 4
  - b. Problem Description: Edit icon is unnecessary throughout the app.
  - c. Rationale: The edit icons beside each story in The Graveyard, Shared Stories, and My Drafts seem a bit cumbersome and unnecessary.
  - d. Fix: It might be more aesthetically pleasing and efficient to just have each Graveyard item be clickable as a card to navigate to the edit screen.
- 38. H8: Aesthetic & Minimalist Design: Severity 1, Found by B and C**
- a. Task #: 4
  - b. Problem Description: “inspo” written in the top left corner is distracting and maybe unnecessary. It is also confusing, as it seems like “Inspo” is a section title like “The Graveyard,” when in reality it is the title of the entire page.
  - c. Rationale: Font is the same size as the titles “Graveyard” and “Shared Stories”
  - d. Suggested Fix: Delete the “inspo” text or make it smaller.
- 39. H8: Aesthetic & Minimalist Design: Severity 1, Found by B**
- a. Task 3

- b. Problem Description: Quill icon under “Prompts” tab is not close enough to the prompt.
  - c. Rationale: It is a little unclear that the user is supposed to click on the quill icon.
  - d. Suggested Fix: Make this icon bigger and closer to the prompt, or remove the icon and just allow the user to click on the prompt. This may be better anyway because the quill icon is redundant with the quill icon at the bottom of the screen.
- 40. H8: Aesthetic & Minimalist Design: Severity 1, Found by B**
- a. Task #: 1
  - b. Problem Description: Hard to read the sign-in page.
  - c. Rationale: The size, color contrast of black and pink, and font of the sign-in page make it hard to read.
  - d. Suggested Fix: Put the font in bold or choose a font with thicker letters to make it more visible. Make the text bigger for ‘Login with Google’, ‘Log in with email’ and ‘Don’t have an account? Register’.
- 41. H8: Aesthetic & Minimalist Design: Severity 1, Found by B**
- a. Task #: 1
  - b. Problem Description: Font looks like Times New Roman.
  - c. Rationale: Your app is trying to inspire people to write -- maybe a more exciting font would draw users into the app more effectively.
  - d. Suggested Fix: Consider choosing a different font.
- 42. H8: Aesthetic & Minimalist Design: Severity 3, Found by A and B**
- a. Task #: all
  - b. Problem Description: color contrast between the selected tab and unselected tabs is hard to see.
  - c. Rationale: It is sometimes hard to tell which of the three tabs the user is currently on because the background for the selected tab is so close in color to the background of the non-selected tabs.
  - d. Suggested Fix: Make the color contrast greater, or make the icon bolded to make it more clear what tab the user is on. Keep the menu bar visible on the “Write Post” page so that users know which page they are on for that screen too.
- 43. H8: Aesthetic and Minimalist Design: Severity 3, Found by A, B, C**
- a. Task #: 2,3, 4
  - b. Problem: Confusing colors on “inspo” page
  - c. Rationale: On the “Inspo” page, section titles are written in light pink, and words inside the sections are written in slightly lighter pink. Since the colors are so similar, they are not effective in differentiating the titles from the subtitles/text. This makes the page feel less organized than it really is.
  - d. Suggested Fix: You could make the pink of the title words more vibrant to make it stand out more from the lighter text.
- 44. H8: Aesthetic and Minimalist Design: Severity 3, Found by C**
- a. Task #: 2,3, 4
  - a. Problem Description: “Inspo” page feels a bit crowded

- b. Rationale: All three categories (Prompts, The Graveyard, and Shared Stories) are visible at once, and each category contains lots of text.
- c. Suggested Fix: “The Graveyard” and “Shared Stories” could start out as just clickable title boxes. When tapped, they could take the user to separate pages for “Graveyard” and “Shared Stories,” respectively.

**45. H10: Help and Documentation: Severity 1, Found by B and C**

- a. Task #: 5
- b. Problem Description: Missing high level help page
- c. Rationale: Although there is a demo at the beginning, a high level documentation page that answers frequently asked questions, goes over the onboarding again, or explains how to use the app to a newcomer who is using someone’s phone would be helpful.
- d. Suggested Fix: Add a high level doc page.

**46. H10: Help & Documentation: Severity 1, Found by B**

- a. Task #: 5
- b. Problem Description: demo is too long
- c. Rationale: Intro demo is great but it is a little bit too long -- why not allow the user to explore the app for themselves?
- d. Suggested Fix: Cut down on the length of the demo and let some things speak for themselves.

**47. H10: Help and Documentation: Severity 2, Found by B and C**

- a. Task #: 5
- b. Problem description: no way to revisit demo/ tutorial
- c. Rationale: Although the tutorial is very helpful, there is no way for the user to access the tutorial again once she has completed it.
- d. Suggested Fix: Perhaps there could be a small help icon at the top or bottom of the screen/ in the settings tab if you add one that the user could tap to return to the tutorial.

**3. Summary of Violations**

Category	# Viol. (sev 0)	# Viol. (sev 1)	# Viol. (sev 2)	# Viol. (sev 3)	# Viol. (sev 4)	# Viol. (total)
H1: Visibility of Status	0	0	1	0	1	<b>2</b>
H2: Match Sys & World	0	0	0	0	1	<b>1</b>
H3: User Control	0	1	4	3	2	<b>10</b>
H4: Consistency & Standards	0	2	5	2	3	<b>12</b>
H5: Error Prevention	0	1	0	0	0	<b>1</b>
H6: Recognition not Recall	0	0	3	0	1	<b>4</b>
H7: Efficiency of Use	0	1	1	3	0	<b>5</b>
H8: Minimalist Design	0	6	0	3	0	<b>9</b>
H9: Help Users with Errors	0	0	0	0	0	<b>0</b>
H10: Help & Documentation	0	2	1	0	0	<b>3</b>
<b>Total Violations by Severity</b>	<b>0</b>	<b>13</b>	<b>15</b>	<b>11</b>	<b>8</b>	<b>47</b>

**Note: check your answer for the green box by making sure the sum of the last column is equal to the sum of the last row (not including the green box)**

## 4. Evaluation Statistics

Severity / Evaluator	Evaluator A	Evaluator B	Evaluator C
Sev. 0	0 (0 %)	0 (0 %)	0 (0 %)
Sev. 1	4 (16.7%)	9 (28.1%)	3 (12.5%)
Sev. 2	7 (29.2%)	9 (28.1%)	3 (12.5%)
Sev. 3	5 (20.8%)	6 (18.8%)	10 (41.7%)
Sev. 4	8(33.3%)	8 (25%)	8 (33.3%)
Total found	24 (100%)	32 (100%)	24 (100%)
<b>Total (sevs. 3 &amp; 4)</b>	13	14	18
<b>Total (all severity levels)</b>	24	32	24

\*Note that the bottom rows are *not* calculated by adding the numbers above it.

## 5. Summary Recommendations

The biggest changes we recommend:

1. Consider renaming or removing the “Graveyard” section -- it is unclear how it is different from “My Drafts.” This problem could also be solved by changing the functionality of “Graveyard” to be more grave-like (e.g. it could just be for stories the user is considering discarding).
2. Consider adding more back buttons/ escape options.
3. Consider separating the “Shared Stories” into a separate tab at the bottom.
4. Consider adding a way to view, edit, and add friends.
5. Consider adding organizational functionalities (e.g. search bars, folders) to all places where stories are listed.
6. Make sure your colors are consistent.

We recommend that you think about the differences between “Graveyard” and “My Drafts.” Currently, it is unclear why certain features (e.g. story info) are different between “My Drafts” and “Graveyard” when the actual purposes of “My Drafts” and “Graveyard” seem very similar (both allow the user to save and edit stories).

All in all, great work! We thought the app was exciting and attractive, and we look forward to seeing your High-Fidelity prototype.

### Severity Ratings

- 0 - not a usability problem
- 1 - cosmetic problem
- 2 - minor usability problem
- 3 - major usability problem; important to fix

4 - usability catastrophe; imperative to fix

## ***Heuristics***

### **H1: Visibility of System Status**

- Keep users informed about what is going on

### **H2: Match Between System & Real World**

- Speak the users' language
- Follow real world conventions

### **H3: User Control & Freedom**

- "Exits" for mistaken choices, undo, redo
- Don't force down fixed paths

### **H4: Consistency & Standards**

- Words, actions, and UI elements should be consistent across the entire platform
- Follow platform and industry conventions

### **H5: Error Prevention**

- Minimize error-prone conditions
- Remove memory burdens, support undoing, and warn your users when necessary

### **H6: Recognition Rather Than Recall**

- Make objects, actions, options, & directions visible or easily retrievable

### **H7: Flexibility & Efficiency of Use**

- Accelerators for experts (e.g., gestures, keyboard shortcuts)
- Allow users to tailor frequent actions (e.g., macros)

### **H8: Aesthetic & Minimalist Design**

- No irrelevant information. Focus on the essentials.

### **H9: Help Users Recognize, Diagnose, & Recover from Errors**

- Error messages in plain language
- Precisely indicate the problem
- Constructively suggest a solution

### **H10: Help & Documentation**

- Easy to search
- Focused on the user's task
- List concrete steps to carry out
- Not too large