

# Heuristics

The Holy Grail of UX

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QUICKEN LOANS UX SUMMIT  
AUGUST 2017

# About Me

Darren Hood



# Numbers of Note

75%

90%

97%

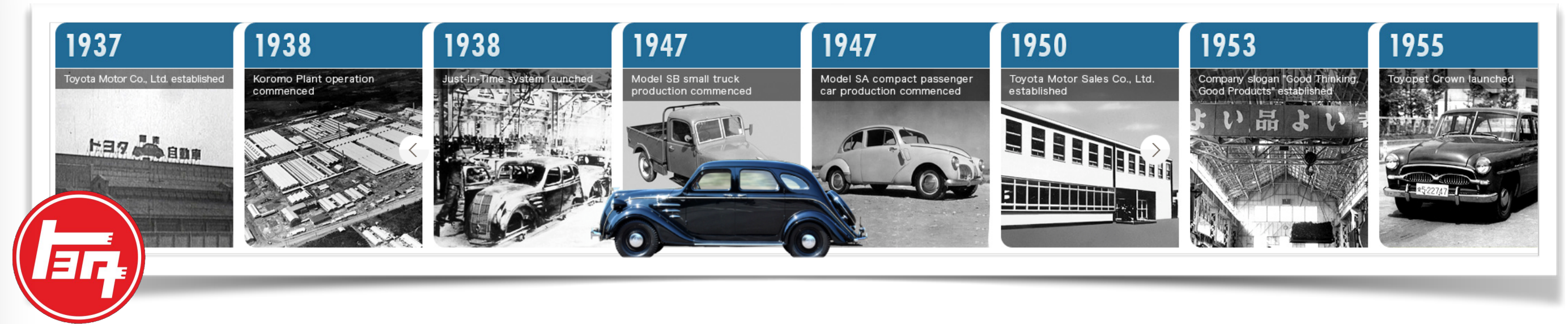


# UX History



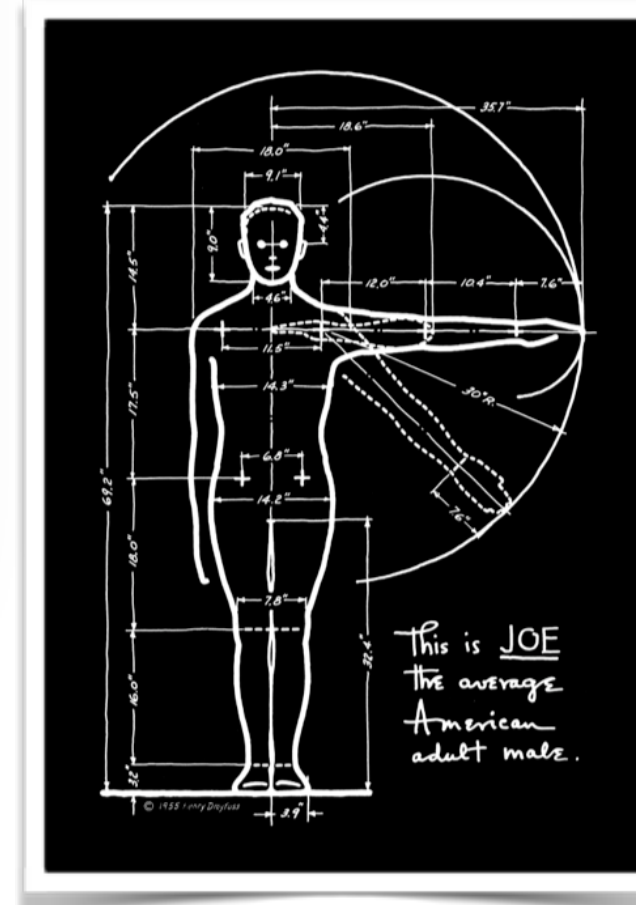
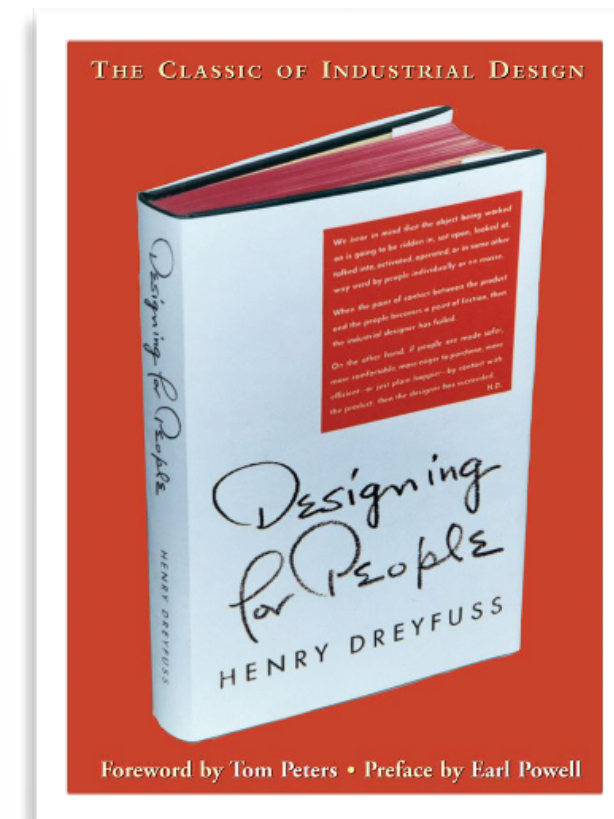
In the early 1900s, in conjunction with Henry Ford, Fredrick Winslow Taylor shaped interactions between workers and their tools.

# UX History



In 1948, via input from its employees, Toyota optimized human interaction with its technology.

# UX History



The first answering machine.  
The Hoover vacuum cleaner.  
The Bell telephone.

The common link? The mind of Henry Dreyfuss and his focus on delighting users. His career began designing sets for stage presentations, focusing on the experience of those touched by and participating in a performance.

# UX History



In 1995, an electrical engineer and cognitive scientist by trade, Don Norman joined Apple to help with the research and design of its upcoming line of human-centered products. He asked to be called "User Experience Architect," marking the first use of the term in a job title.

~ Ali Rushdan Tariq, 2015



# Henry Dreyfuss

“ *When the point of contact between the product and the people becomes a point of friction, then the industrial designer has failed.*

*On the other hand if people are made safer, more comfortable, more eager to purchase, more efficient—or just plain happier—by contact with the product, then the designer has succeeded.*







**Challenges**

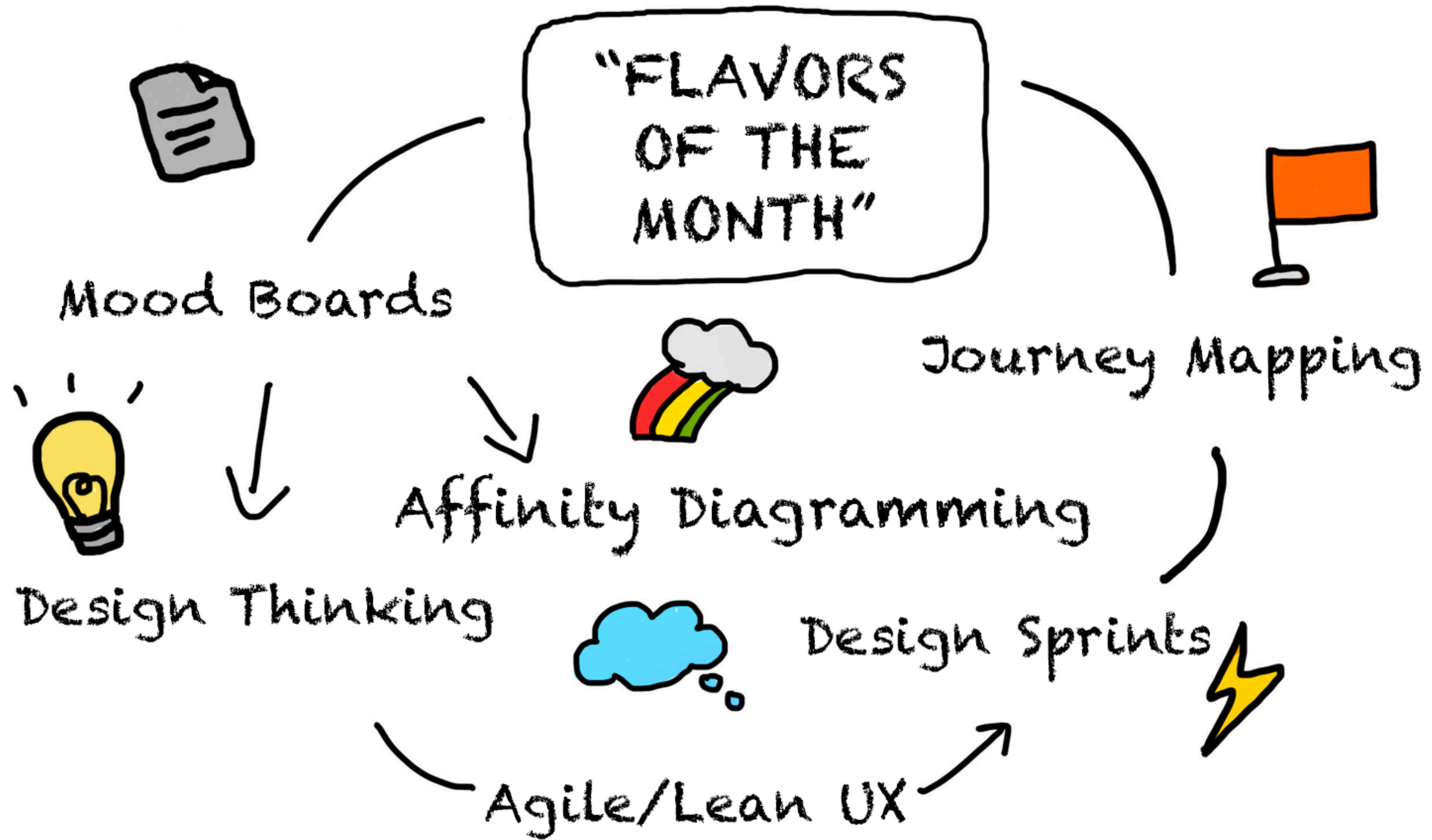
**Methodologies**



**Demographics**



**Strategies**



# The Holy Grail

The challenge to optimize experiences and satisfy users remains. The operative question is....

What is YOUR base for or road to achievement?



Faceted Search  
Suggestive Search  
Nomenclature  
Information Foraging  
Wayfinding  
Taxonomies  
Information Management  
Site Maps  
Pattern Libraries  
Wireframes

Brand Experience (BX)  
Customer Experience (CX)  
Lean UX  
Vendor Management  
Agile Methodologies  
Risk Mitigation  
Emotional Design Impact  
Innovation  
Interactive TV  
Email Marketing  
Iterative Design  
Statistics

Autonomy  
Error Recovery  
Accessibility  
Scannability  
Readability  
Common Convention  
Consistency  
Cognition  
System/Real World Match  
Intuition

## Information Architecture

Persuasive Design  
Findability  
Scenarios  
Fitts' Law  
Personas  
Navigation  
Copywriting  
Semiotics  
Information Visualization  
Metadata  
Information Scents

Design Thinking  
Storyboarding  
Journey Mapping  
UX Strategy  
Typography  
Interactive Voice Response (IVR)  
Content Strategy  
Cognitive Load

E-Commerce  
Iconography  
Aesthetics  
Gestalt Theory  
Contrast  
Spatial Memory  
Prototyping  
Mockups

## Interface & Interaction Design

Visual Design  
Color Psychology  
Responsive Design  
Mobile Design  
Adaptive Design  
Human-Computer Interaction  
Tactile Interaction  
Visual Communication

Analytics  
Online Advertising  
Instructional Design  
Emotional Intelligence  
Blended Learning  
Ergonomics  
Client Management  
Internet of Things  
Pictorial Realism  
Cognitive Psychology  
Mental Models  
Design Sprints

## Heuristics/Usability

Efficiency  
Clarity  
Minimalism  
Learnability  
Simplicity  
Delight  
Ease of Use  
Transparency  
Affordances

Sound Design  
Augmented Reality  
Virtual Reality  
Empathy  
Key Performance Indicators  
Gamification  
Content Inventory  
Annoyances

Eyetracking  
Affinity Diagramming  
Guerilla Research  
Focus Group Moderation  
Survey Design  
Ethnography  
Qualitative Research  
Qualitative Research  
Diary Studies  
Needs Analysis  
Task Analysis

## Research

Interviewing  
First Click Testing  
Heat Maps  
Data Synthesis  
Data Analysis  
Competitive Analysis  
Remote Testing  
Contextual Inquiry  
Field Studies  
Intercept Surveys  
Multivariate testing  
Mixed Method Research  
Card Sorting



# heuristics.



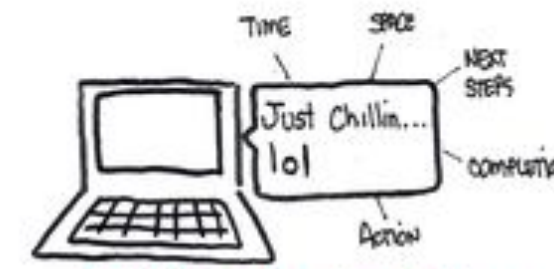
# Overview of Heuristics

- A heuristic evaluation is a **usability inspection method that helps to identify USABILITY PROBLEMS** in a user experience.
- Heuristic evaluations specifically **involve evaluators who analyze the interface and judge its compliance with RECOGNIZED usability principles.**
- Heuristics are **derived from BEST PRACTICES and PROVEN methods.**
- Heuristics are **RELIABLE and TRUSTWORTHY.**
- Heuristics help **OVERCOME bias, politics, and self-directed design.**
- Heuristic evaluations are **the most popular of Discount Usability Engineering methods** (Nielsen, 1989).



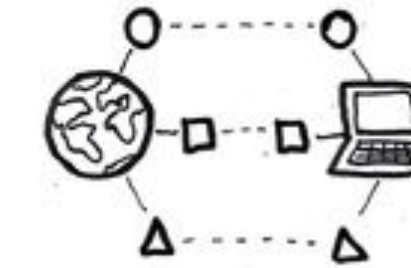
# The Nielsen Ten

## Ten Usability Heuristics by Jakob Nielsen



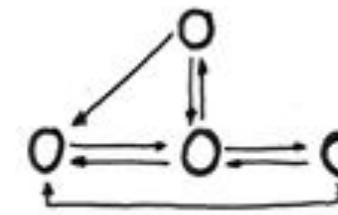
### Visibility of system status

Give the users appropriate feedback about what is going on.



### Match between system and the real world

Use real-world words, concepts and conventions familiar to the users in a natural and logical order.



### User control and freedom

Support undo, redo and exit points to help users leave an unwanted state caused by mistakes.



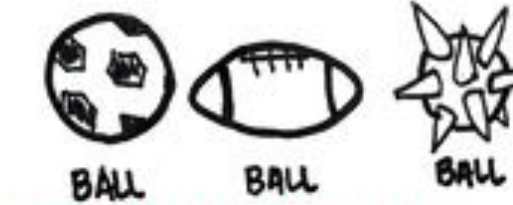
### Error prevention

Prevent problems from occurring; eliminate error-prone conditions or check for them before users commit to the action.



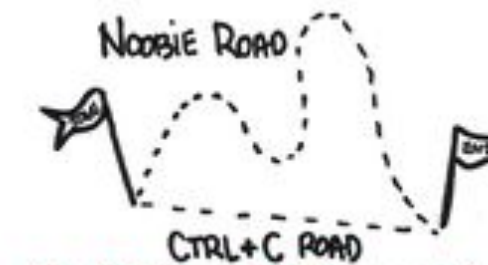
### Aesthetic and minimalist design

Don't show irrelevant or rarely needed information since every extra elements diminishes the relevance of the others.



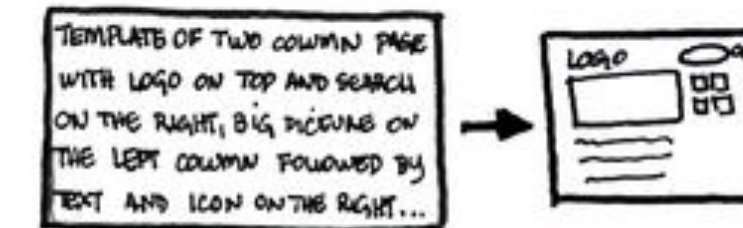
### Consistency and standards

Follow platform conventions through consistent words, situations and actions.



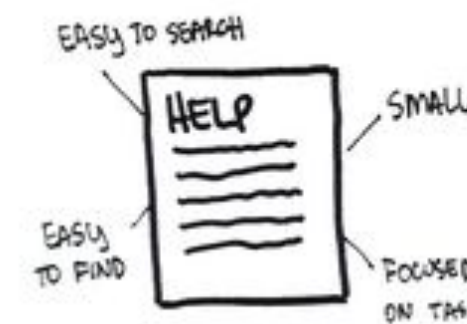
### Flexibility and efficiency of use

Make the system efficient for different experience levels through shortcuts, advanced tools and frequent actions.



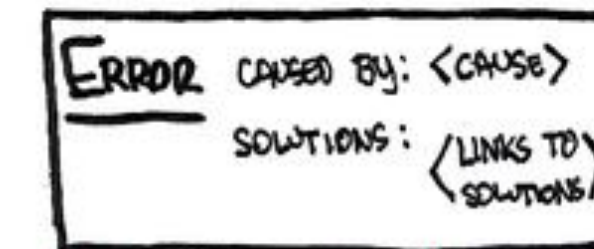
### Recognition rather than recall

Make objects, actions, and options visible at the appropriate time to minimize users' memory load and facilitate decisions.



### Help and documentation

Make necessary help and documentation easy to find and search, focused



### Help users recognize, diagnose, and recover from errors

Express error messages in plain language (no codes) to indicate the problem and suggest solutions.

# Weinschenk & Barker



Susan Weinschenk



Dean Barker

## 20 Usability Heuristics (Weinschenk and Barker 2000)



- 1. User Control:** The interface will allow the user to perceive that they are in control and will allow appropriate control.
- 2. Human Limitations:** The interface will not overload the user's cognitive, visual, auditory, tactile, or motor limits.
- 3. Modal Integrity:** The interface will fit individual tasks within whatever modality is being used: auditory, visual, or motor/kinesthetic.
- 4. Accommodation:** The interface will fit the way each user group works and thinks.
- 5. Linguistic Clarity:** The interface will communicate as efficiently as possible.
- 6. Aesthetic Integrity:** The interface will have an attractive and appropriate design.
- 7. Simplicity:** The interface will present elements simply.
- 8. Predictability:** The interface will behave in a manner such that users can accurately predict what will happen next.
- 9. Interpretation:** The interface will make reasonable guesses about what the user is trying to do.
- 10. Accuracy:** The interface will be free from errors
- 11. Technical Clarity:** The interface will have the highest possible fidelity.
- 12. Flexibility:** The interface will allow the user to adjust the design for custom use.
- 13. Fulfillment:** The interface will provide a satisfying user experience.
- 14. Cultural Propriety:** The interface will match the user's social customs and expectations.
- 15. Suitable Tempo:** The interface will operate at a tempo suitable to the user.
- 16. Consistency:** The interface will be consistent.
- 17. User Support:** The interface will provide additional assistance as needed or requested.
- 18. Precision:** The interface will allow the users to perform a task exactly.
- 19. Forgiveness:** The interface will make actions recoverable.
- 20. Responsiveness:** The interface will inform users about the results of their actions and the interface's status.



# Abby Covert & TUC

## INFORMATION ARCHITECTURE HEURISTICS: A CHECKLIST FOR CRITIQUE

F	A	C	C	U	C	C	♦	📖	🌟
FINDABLE	ACCESSIBLE	CLEAR	COMMUNICATIVE	USEFUL	CREDIBLE	CONTROLLABLE	VALUABLE	LEARNABLE	DELIGHTFUL
<ul style="list-style-type: none"> <li>Can users easily locate that which they are seeking?</li> <li>How is findability affected across channels and devices?</li> <li>Are there multiple ways available to access things?</li> <li>How do external and internal search engines "see" what is provided?</li> <li>Is information formatted with results in mind?</li> <li>What is provided to make the delivered results more useful?</li> </ul>	<ul style="list-style-type: none"> <li>Can it be used via all expected channels and devices?</li> <li>How resilient and consistent is it when used via "other" channels?</li> <li>Does it meet the levels of accessibility compliance to be considerate of these users with disabilities?</li> </ul> <p>* BE AWARE THAT APPROX. 20% OR MORE OF THE WORLD'S POPULATION HAS A DISABILITY.</p>	<ul style="list-style-type: none"> <li>Is it easy to understand?</li> <li>Is the target demographics' grade and reading level being considered?</li> <li>Is the path to task completion obvious and free of distraction?</li> <li>Would a user find it easy to describe?</li> </ul>	<ul style="list-style-type: none"> <li>Is the status, location and permissions of the user obvious?</li> <li>How is messaging used throughout? Is messaging effective for the tasks and contexts being supported?</li> <li>Does the navigation and messaging help establish a sense of place that is consistent and orienting across channels, contexts and tasks?</li> </ul>	<ul style="list-style-type: none"> <li>Is it usable? Are users able to complete the tasks that they set out to without massive frustration or abandon?</li> <li>Does it serve new users as well as loyal users in ways that satisfy their needs uniquely?</li> <li>Are there a few navigation options that lead where users may want to go next? Are they clearly labeled?</li> </ul>	<ul style="list-style-type: none"> <li>Is the design appropriate to the context of use and audience?</li> <li>Is your content updated in a timely manner?</li> <li>Do you use restraint with promotional content?</li> <li>Is it easy to contact a real person?</li> <li>Is it easy to verify your credentials?</li> <li>Do you have help/support content where it is needed? Especially important when asking for sensitive personal data.</li> </ul>	<ul style="list-style-type: none"> <li>Are tasks and information a user would reasonably want to accomplish available?</li> <li>How well are errors anticipated and eliminated?</li> <li>When errors do occur, how easily can a user recover?</li> <li>Are features offered to allow the user to tailor information or functionality to their context?</li> <li>Are exits and other important controls clearly marked?</li> </ul>	<ul style="list-style-type: none"> <li>Is it desirable to the target user?</li> <li>Does it maintain conformity with expectations throughout the interaction across channels?</li> <li>Can a user easily describe the value?</li> <li>How is success being measured? Does it contribute to the bottom line?</li> <li>Does it improve customer satisfaction?</li> </ul>	<ul style="list-style-type: none"> <li>Can it be grasped quickly?</li> <li>What is offered to ease the more complicated processes?</li> <li>Is it memorable?</li> <li>Is it easy to re-learn?</li> <li>Does it behave consistently enough to be predictable?</li> </ul>	<ul style="list-style-type: none"> <li>What are your differentiators from other similar experiences or competitors?</li> <li>What cross channel ties can be explored that delight?</li> <li>How are user expectations not just met but exceeded?</li> <li>What are you providing that is unexpected?</li> <li>What can you take that is both ordinary and make extraordinary?</li> </ul>
<p>Are multiple ways to reach content supported?</p> <p>Is search easy to find and consistently placed? Is search easy to use? Does it support revision and refinement?</p> <p>Are query builders used effectively? (spell-checking, stemming, concept searching, and thesaural searching)</p> <p>Are useful results available at the top of the in site results list?</p> <p>Editable: We must strive to design</p>	<p>Match between system and the real world. The system should speak the user's language, with words, phrases and concepts familiar to the user, rather than system-oriented terms. Follow real-world conventions, making information appear in a natural and logical order.</p> <p>Is it possible to move through the site without experiencing click fatigue?</p> <p>Just as our buildings have elevators and ramps, our web sites should be</p>	<p>Aesthetic and minimalist design: Dialogues should not contain information which is irrelevant or rarely needed. Every extra unit of information in a dialogue competes with the relevant units of information and diminishes their relative visibility.</p> <p>In search: Is it clear what was searched for, what the query was and how many results were returned?</p> <p>Are labels clear and meaningful?</p>	<p>Visibility of system status: The system should always keep users informed about what is going on, through appropriate feedback within reasonable time.</p> <p>Recognition rather than recall: Minimize the user's memory load by making objects, actions, and options visible. The user should not have to remember information from one part of the dialogue to another. Instructions for use of the system should be visible or easily retrievable whenever appropriate.</p>	<p>Help users recognize, diagnose, and recover from errors. Errors should be expressed in plain language, precisely indicate the problem, and constructively suggest a solution.</p> <p>Does it serve users who have been here before and know what they're looking for?</p> <p>Does it highlight the best ways to reach content?</p> <p>In search: Are useful components displayed over results? Are the results</p>	<p>Help and documentation: Even though it is better if the system can be used without documentation, it may be necessary to provide help and documentation. Any such information should be easy to search, focused on the user's task, list concrete steps to be carried out, and not be too large.</p> <p>Credible: Thanks to the Web Credibility Project, we're beginning to understand the design elements that influence whether users trust and believe what we tell them.</p>	<p>User control and freedom: Users often choose system functions by mistake and will need a clearly marked "emergency exit" to leave the unwanted state without having to go through an extended dialogue.</p> <p>Error prevention: Even better than good error messages is a careful design which prevents a problem from occurring in the first place. Either eliminate error-prone conditions or check for them and present users with a confirmation option before they commit to the action.</p>	<p>Are breadth and depth balanced?</p> <p>Desirable: Our quest for efficiency must be tempered by an appreciation for the power and value of image, identity, brand, and other elements of emotional design.</p> <p>Valuable: Our sites must deliver value to our sponsors. For non-profits, the user experience must advance the mission. With for-profits, it must contribute to the bottom line and improve customer satisfaction.</p>	<p>Consistency and standards: Users should not have to wonder whether different words, situations, or actions mean the same thing. Follow platform conventions.</p> <p>A dialog supports suitability for learning, if it guides the user through the learning stages minimizing the learning time.</p> <p>Comprehensibility: the meaning is clearly understandable, unambiguous, interpretable, and recognizable.</p>	<p>Historically "delight" has not been talked about in regards to heuristic measurement yet consideration of differentiators and goals around exceeding user expectations are becoming increasingly important to consumers—especially as we explore cross channel solutions.</p>

# John Hutchings



## Forrester™ Website Review Scorecard Criteria

**V**alue  
The homepage and its features permit the user to accomplish their goals

**N**avigation  
The site's navigation is clear and unambiguous. Search results are valid

**P**resentation  
Forms and interactive elements behave as expected

**T**rust  
The site's privacy and security measures are clearly defined

## 'Immersibility' Index

Findability

Immersibility

Content

Capability

Community

Commerce/  
Conversion

Cross - Channel  
Customer  
Experience

## TUG's Heuristic IA Principles

**F**  
FINDABLE

**A**  
ACCESSIBLE

**C**  
CLEAR

**C**  
COMMUNICATIVE

**U**  
USEFUL

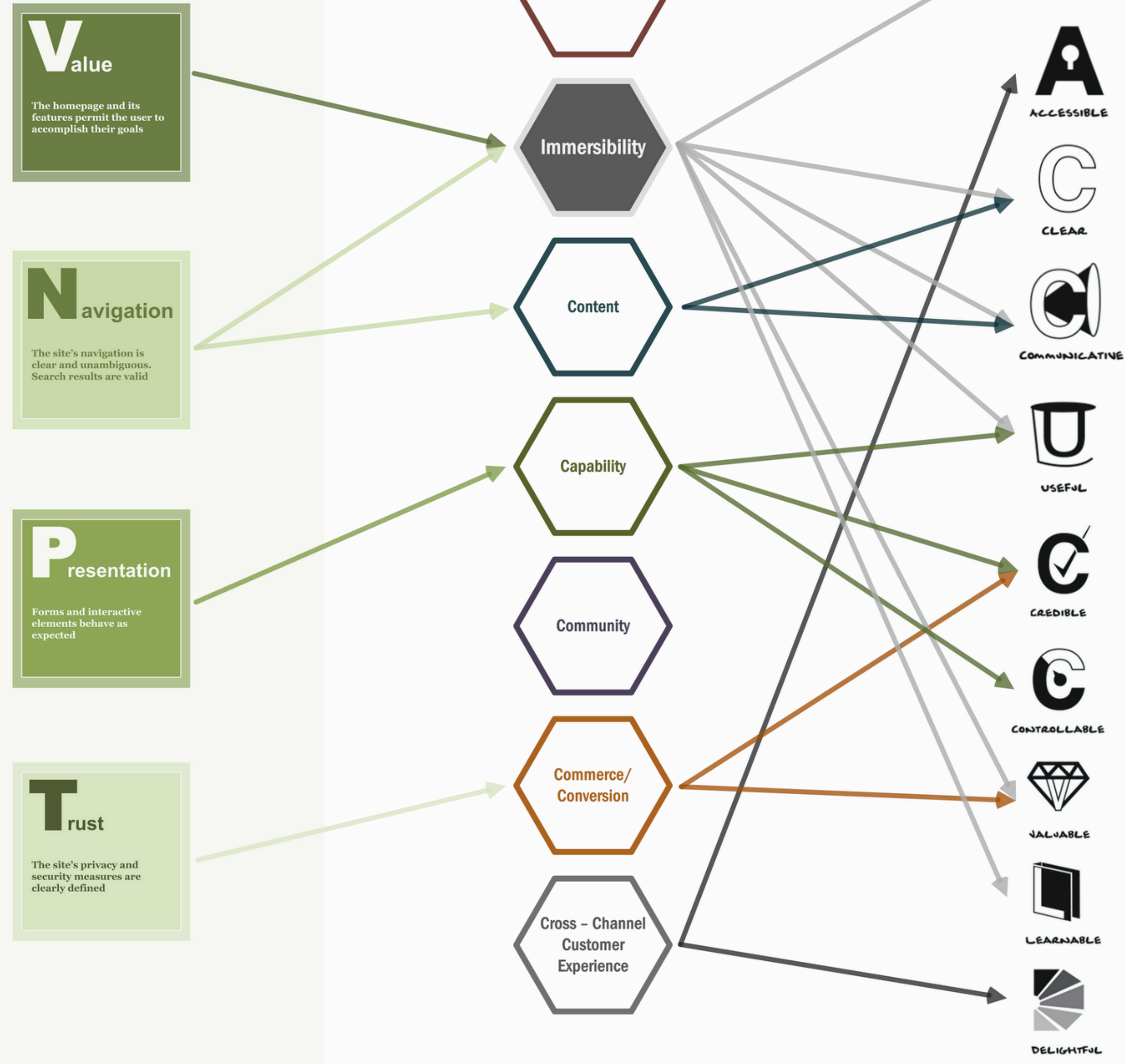
**C**  
CREDIBLE

**C**  
CONTROLLABLE

**J**  
VALUABLE

**L**  
LEARNABLE

**D**  
DELIGHTFUL



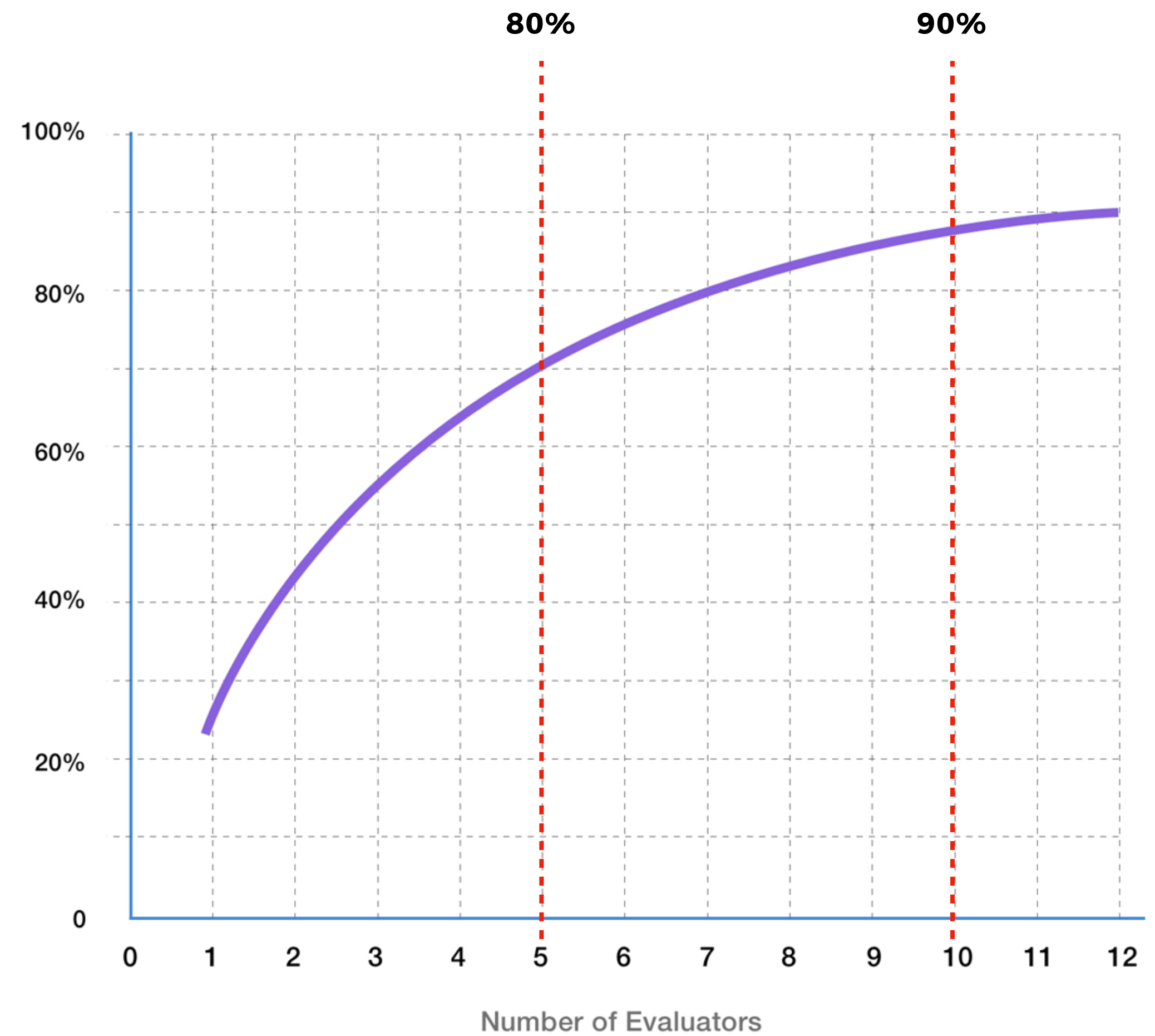
# Tog's Take

**Aesthetics   Anticipation   Autonomy**  
**Color   Consistency   Defaults   Discoverability**  
**Efficiency   Explorable Interfaces   Fitts' Law**  
**Human-Interface Objects   Latency Reduction**  
**Learnability   Metaphors   Protect Users' Work**  
**Readability   Simplicity   State   Visible Interfaces**



# Heuristic Magic

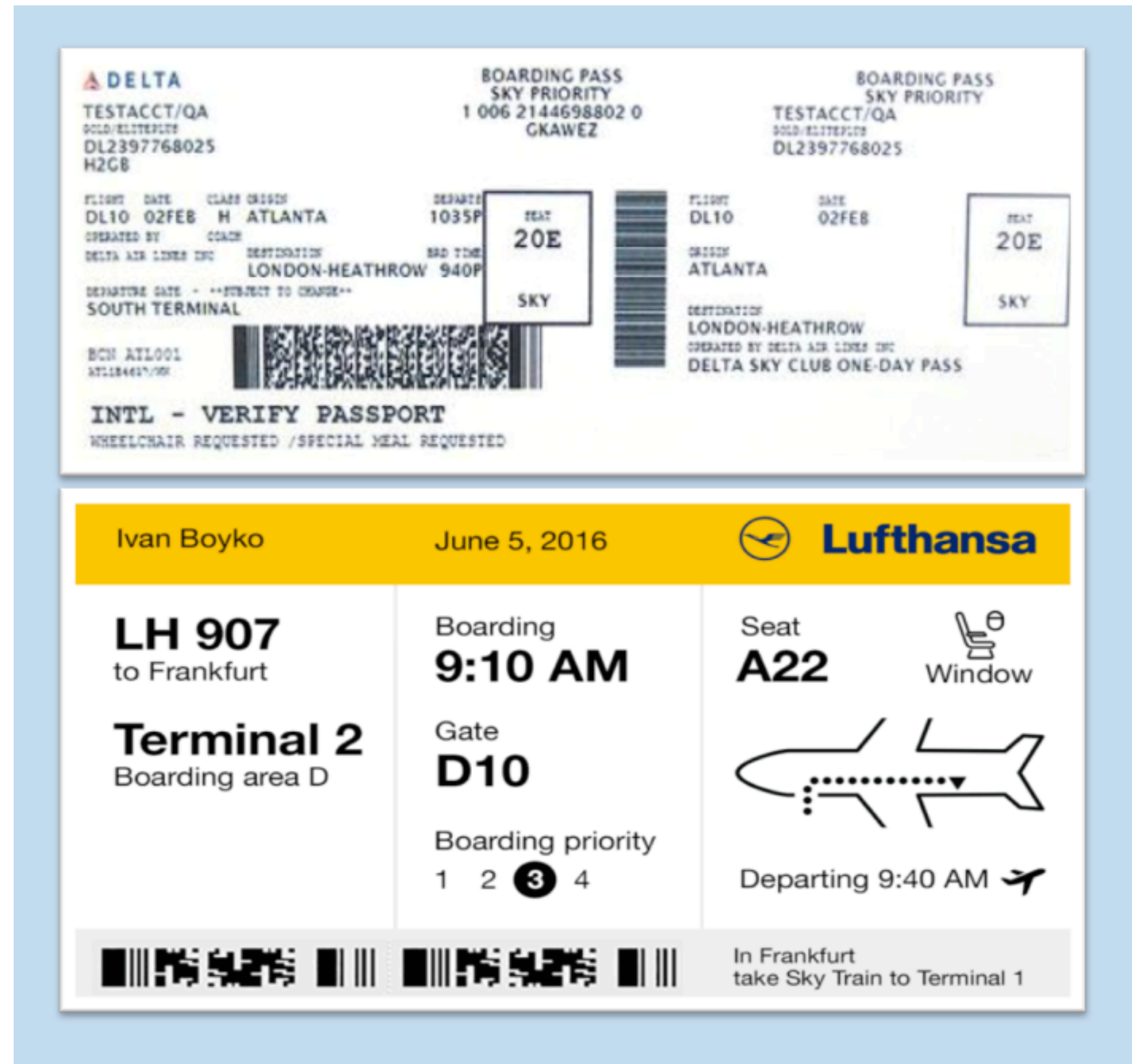
Proportion of Usability Problems Found



Original Chart Source: <https://uploads.toptal.io/blog/image/123730/toptal-blog-image-1501712155688-c057d601baa2aa99b6140867fbdada12.png>



# Heuristics in Action



## Applicable Heuristics

- Visibility of system status
- Aesthetic and minimalist design
- Error prevention
- Flexibility and efficiency of use
- Recognition rather than recall (reduced used of spatial memory)
- Accommodation
- Interpretation
- Fulfillment

Source: <https://blog.prototypr.io/10-usability-heuristics-with-examples-4a81ada920c>

# Heuristics in Action

The image shows two side-by-side screenshots of a login form. Both screenshots feature a cartoon monkey logo at the top. The left screenshot shows an error message: "Sorry, we couldn't find an account with that username. Can we help you recover your [username](#)?" The error message is in a pink box with a red 'X' icon. Below the error message, the "Username" field contains the text "freshsparkss" and is highlighted with a red border. The "Password" field is empty. The right screenshot shows an error message: "Sorry, that password isn't right. We can help you [recover your password](#)." The error message is in a pink box with a red 'X' icon. Below the error message, the "Username" field contains the text "freshsparks" and the "Password" field is empty. Both screenshots have a "Log In" button, a "Stay logged in" checkbox, and links for "Create an account" and "Trouble logging in?" at the bottom.

Source: <https://blog.prototypr.io/10-usability-heuristics-with-examples-4a81ada920c>

## Applicable Heuristics

- Visibility of system status
- Helping users recognize, diagnose, and recover from errors
- Clear
- Communicative
- Useful
- Valuable
- Delightful
- Forgiveness

# Heuristics in Action

LEGO SHOP

SETS EXCLUSIVES BRICKS EXTRAS DISCOVER

FREE Exclusive Caveman and Cavewoman Minifigures! [LEARN MORE](#)





Home > Pick A Brick

## Pick A Brick

There's no limit on what you can build! Pick A Brick helps you find the bricks and minifigures you need. Search for that special element that will help you complete your masterpiece.  
174 NEW Elements!

View Your Selected Pieces 0

Showing 10 of 1416 bricks




	1 1/2 M CONNECTING BUSH ID: 6013938/32002	\$0.06	<input type="text" value="1"/>	<a href="#">PICK</a>
	1/2 BUSH ID: 4211573/32123	\$0.06	<input type="text" value="1"/>	<a href="#">PICK</a>
	1/2 BUSH ID: 4239601/32123	\$0.06	<input type="text" value="1"/>	<a href="#">PICK</a>
	1/2 CIRCLE PLATE 4X8 ID: 6133767/22888	\$0.49	<input type="text" value="1"/>	<a href="#">PICK</a>

**Scenario:** Your child loses his or her Lego blocks. You need to replace and are directed to the site with no further information.

You have no reference materials or additional knowledge. Based on this screen, how can you order the missing parts or accessories?

# Heuristics in Action

Sign In My Account ▾ Stores Customer Service **FREE PICK UP IN-STORE**  
+ GET EXTRA 20% OFF! [Find Out More](#)

 Search or enter web ID  My Bag (0) 

**WOMEN** MEN HOME BED & BATH SHOES HANDBAGS BEAUTY KIDS JUNIORS JEWELRY WATCHES ACTIVE BRANDS

- Women's Clothing**
  - Activewear
  - Basic Clothing
  - Blazers
  - Capris
  - Coats
  - Dresses
  - Jackets
  - Jeans
  - Jumpsuits & Rompers
  - Leggings
  - Lingerie & Shapewear
  - Maternity
  - Pajamas & Robes
  - Pants
  - Shorts
  - Skirts
  - Suits & Suit Separates
  - Sweaters
  - Swimwear
  - Tights, Socks, & Hosiery
  - Tops
  - Wear To Work
- Plus Sizes**
  - Dresses
  - Pants & Capris
  - Swimwear
  - Tops
  - Trendy Plus Size
  - All Plus Sizes
- Petites**
  - Cardigans
  - Dresses
  - Jeans
  - Pants & Capris
  - Tops
  - All Petites
- New & Now**
  - Avec Les Filles
  - Bare Shoulder
  - Graphic Tees & Sweatshirts
  - New Arrivals
  - Soft Pant
  - Trend Shop
- Women's Brands**
  - Adrianna Papell
  - Alfani
  - Calvin Klein
  - Charter Club
  - INC International Concepts
  - Lauren Ralph Lauren
  - MICHAEL Michael Kors
  - Nike
  - Style & Co
  - The Fur Vault
  - The North Face
  - Tommy Hilfiger
  - Under Armour
  - Vince Camuto
  - See All Brands
- Featured Shops**
  - Cashmere Shop
  - Dress Edit
  - Petite Fit Guide
  - Plus Must Haves & Fit Guide
  - Sports Fan Shop By Lids
  - Swim Finder
  - The Wedding Shop
- Contemporary Brands**
  - Bar III
  - Free People
  - Levi's
  - Lucky Brand
  - RACHEL Rachel Roy
  - All Contemporary Clothing
- Designer Brands**
  - Eileen Fisher
  - Polo Ralph Lauren
  - All Designer Clothing
- Shoes, Handbags, & More**
  - Beauty
  - Handbags
  - Belts, Hats & Scarves
  - Jewelry & Watches
  - Shoes
  - Sunglasses By Sunglass Hut
  - Tech Shop
- Limited-Time Specials**
  - 25-70% Off Clearance

## Applicable Heuristics

- Clear
- Communicative
- Useful
- Valuable
- Delightful
- Human limitations
- Capability
- Learnable
- Utilitarian



# Heuristics in Action

Customer Service ▾

Available 24/7 at (800) 927-7671

Join Zappos Rewards: 2X Points + Expedited Shipping!\*



Search for shoes, clothes, etc.

SEARCH

MY CART

Women ▾

Men ▾

Kids ▾

Departments ▾

Brands ▾

Sale ▾

Sign In / Register

## You Can Bank on the Bootie!

Wear them now or later-booties are everyone's favorite year-round essential.

SHOP NEW ARRIVALS



# Heuristics in Action

The screenshot displays the Zappos.com website interface. At the top, a blue navigation bar contains 'Customer Service' with a dropdown arrow, 'Available 24/7 at (800) 927-7671', and 'Join Zappos Rewards: 2X Points + Expedited Shipping!\*' with three stars. Below this is the Zappos logo, a search bar with the placeholder text 'Search for shoes, clothes, etc.', and a 'SEARCH' button. To the right is a green 'MY CART' button with a shopping cart icon. A secondary navigation bar includes 'Women', 'Men', 'Kids', 'Departments', 'Brands', and 'Sale', with 'Departments' selected. On the right of this bar is a 'Sign In / Register' link. The main content area features a large promotional banner on the left with the text 'You Can Bank on th...' and 'Wear them now or later-bc favorite year-round essent...', and a 'SHOP NEW ARRIVALS' button. A central navigation menu is open, listing categories under 'Departments', 'Lifestyles', and 'Lookbooks'. The 'Departments' list includes New Arrivals, Shoes, Clothing, Bags & Handbags, Accessories, Jewelry, Sunglasses, Watches, Zappos Adaptive, and Wedding. The 'Lifestyles' list includes Athletic, Fashion, Outdoor, Running, Yoga, Streetwear, Western, Luxury, Juniors, and Rideshop. The 'Lookbooks' list includes The Style Room, Women's Fall Footwear Trends, Women's Fall Clothing Trends, MICHAEL Michael Kors, Dr. Marten's, Merrell, Kids Back-to-School Footwear, and Dolce Vita. To the right of the menu is a 'Style Room' section with a photo of a woman and a 'Style Room' button, and a 'Beyond the Box' section with a circular graphic and an 'Explore Now' button. On the far right, a vertical image shows a black boot and a white shoe.

Customer Service ▾ Available 24/7 at (800) 927-7671 Join Zappos Rewards: 2X Points + Expedited Shipping!\* ☆☆☆

Zappos.com Search for shoes, clothes, etc. SEARCH MY CART

Women ▾ Men ▾ Kids ▾ **Departments ▾** Brands ▾ Sale ▾ Sign In / Register

**Departments**

- New Arrivals
- Shoes
- Clothing
- Bags & Handbags
- Accessories
- Jewelry
- Sunglasses
- Watches
- Zappos Adaptive
- Wedding

**Lifestyles**

- Athletic
- Fashion
- Outdoor
- Running
- Yoga
- Streetwear
- Western
- Luxury
- Juniors
- Rideshop

**Lookbooks**

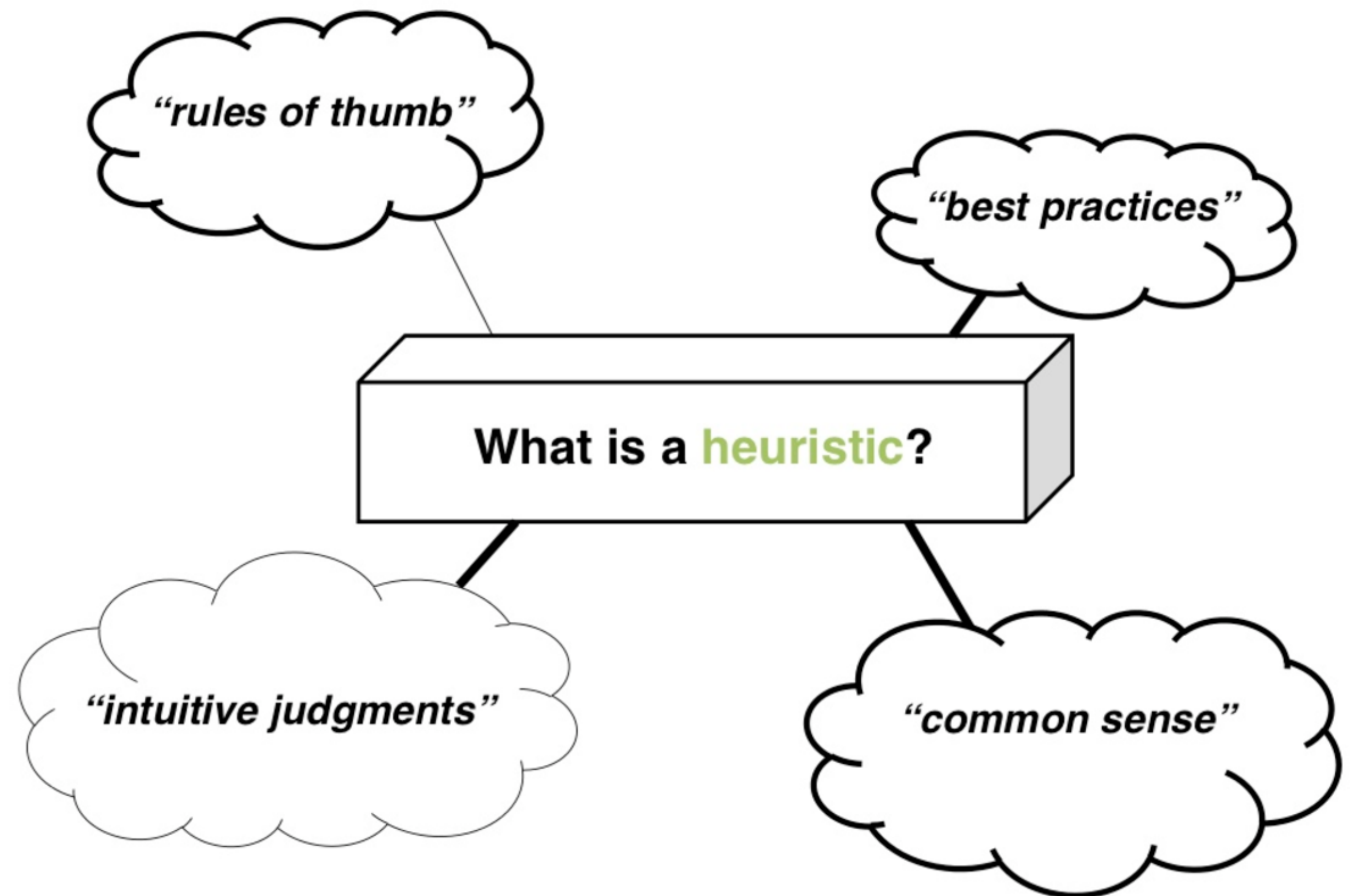
- The Style Room
- Women's Fall Footwear Trends
- Women's Fall Clothing Trends
- MICHAEL Michael Kors
- Dr. Marten's
- Merrell
- Kids Back-to-School Footwear
- Dolce Vita

**Style Room**

**Beyond the Box**  
Discover Zappos culture, lifestyle tips, stories & more!  
**Explore Now**

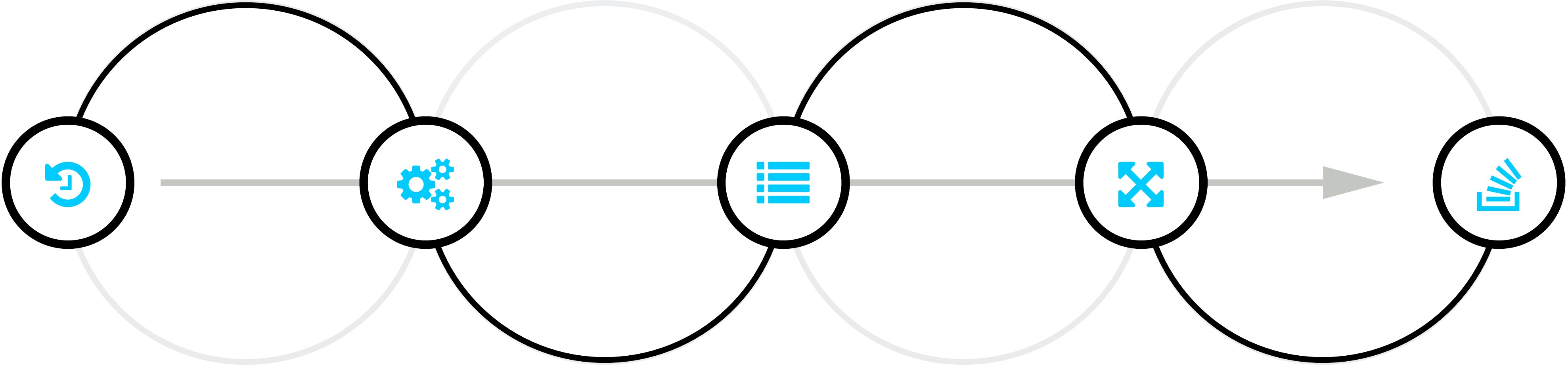
You Can Bank on th...  
Wear them now or later-bc favorite year-round essent...  
SHOP NEW ARRIVALS

# Final Look



Source: <http://abbytheia.com>

# A Practical Approach to Applying Heuristics



**Learn Heuristics**

**Exercise Regularly**

**Infuse Continually**  
(continuing education)

**Inject Scenarios**

# Your Heuristic Maturity Level

*You own “heuristic repository” is expanded as a result of a commitment to continued education, combined with professional and scholarly practice.*

“*The projects we worked on, large and small, brought us to reflect on our own design practice in the frame of a wider perspective.*

~ Resmini & Rosati



# Recap/Closing Notes

- As illustrated by the Landscape infographic, UX is an extremely complex discipline.
- The common denominator among all UX methodologies and deliverables is heuristics.
- Heuristics consist of proven design principles, making them dependable and trustworthy.
- If a recommendation isn't proven, it does not qualify as a heuristic.
- Application of heuristics safeguards design efforts from influence of bias, politics, and self-directed design.
- Per Nielsen, proper application of heuristics can identify approximately 75% of issues in a design.
- Per Philips, by increasing reviewers to 10, the percentage of findings can increase to 90%.
- Heuristic evaluations can be completed in less time than usability testing.
- Supplementing heuristic analysis with user testing, if and when possible, is the recommended approach.
- Applying heuristics BEFORE designing/testing is an economic strategy (helps test what's needed).
- Combine heuristics with scenario-based assessments for optimized practicality.
- While heuristic principles can be applied by anyone, engagement with an expert yields the greatest return on investment. The greater the "heuristic repository," the greater the ability to identify problems.

# Drawbacks

- Not meant to be a substitute for usability testing
- Will not find 100% of design issues
- Is limited to the capabilities and knowledge of those performing the analysis
- Will not overcome bias if those performing analysis have a lower personal UX maturity level



# 97% OF WEBSITES FAIL AT UX

Websites that fail UX suffer from frustrated users and poor conversion rates – but with the right UX team, the development process can be more proactive...*and more profitable.*

SHARE THE ♥







# thank you.

@darrenhood

@emergeux

# References

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