

Psychological Usability Heuristics

Based on the work of Susan Weinschenk. Modified and organized by Jared Uffner

1 People Don't Want to Work or Think More Than They Have To

Result	Severity	
		1.1 The system doesn't require more user work than needed.
		1.2 The system shows information in little bits (progressive disclosure).
		1.3 Examples are shown in addition to descriptions.
		1.4 The objects on the screen have correct affordances; clickable things look clickable.
		1.5 The system doesn't provide more features to the user than needed.
		1.6 Good default values are provided.

2 People Have Limitations

Result	Severity	
		2.1 In every moment, only indispensable information is provided on the screen.
		2.2 The information is easy to scan.
		2.3 Headers and short blocks of information or text are used.
		2.4 The system doesn't require the user to multi-task.
		2.5 Text lines have a suitable length; shorter is preferable, but people read better with longer ones.

3 People Make Mistakes

Result	Severity	
		3.1 The system is prepared for user errors, it anticipates what they will be, and endeavors to prevent them while enabling easy recovery.
		3.2 User confirmation is required before committing actions with severe results in case of error.
		3.3 It's easy to undo and always provides a method of escape without punishing the user.
		3.4 Errors are prevented rather than shown and corrected.
		3.5 Error-prone tasks are broken up into smaller chunks.
		3.6 If the system can correct a user error, it does so and shows what it did.
		3.7 The development of the interface includes several iterations, user feedback, and testing.

4 Human Memory Is Complicated

Result	Severity	
		4.1 The system is not fully based on users' recall ability.
		4.2 Users aren't required to remember things from one task to another.
		4.3 Users aren't required to remember more than 3-4 items at a time.

5 People are Social

Result	Severity	
		5.1 The system supports social uses of its features where applicable.
		5.2 Users can look to others for guidance or recommendation.
		5.3 The system takes advantage of multiple users doing some tasks at the same time.
		5.4 Before asking the users to act or offer information, the system gives them something they want.
		5.5 The system shows people doing something when the users are required to do it.
		5.6 Social uses of the system are based on a maximum of 150 strong ties for a single user, but supports thousands of weak ties.

6 Attention

Result	Severity	
		6.1 Users' attention is grabbed and held at the right moments; users aren't distracted when paying attention to something important.
		6.2 The system uses unique, innovative, or novel objects in the interface when it wants the user to pay attention.
		6.3 The system doesn't rely on users noticing every change in the interface.
		6.4 To grab the attention, the system exploits the use of color, font, weight, balance, sound, or other effective principles of design.
		6.5 The system doesn't unnecessarily distract users.

7 People Crave Information

Result	Severity	
		7.1 The system takes advantage of users seeking food, relationships, information, etc.
		7.2 The system provides more information to the users when they ask for it.
		7.3 The system provides enough helpful feedback to tell the user what is going on.

8 Unconscious Processing

Result	Severity	
		8.1 The system takes unconscious processing into consideration.
		8.2 When users are required to commit a large action, they are first required to commit a smaller one.
		8.3 The system uses food, sex, and danger messages properly to grab user's attention.
		8.4 Pictures of people and stories are used to induce emotional responses in the users.
		8.5 The system uses unconscious content properly to affect users' behaviour.
		8.6 The system takes users' unconscious decisions and rationalizations into consideration.

9 People Create Mental Models

Result	Severity	
		9.1 The system takes users' mental models into account.
		9.2 Tasks are designed to take previous users' mental models of every task into account.
		9.3 The system matches the users' mental model, or it teaches the users to have the right mental model of the system.
		9.4 Suitable metaphors are employed to help users obtain a correct conceptual model of the system.
		9.5 User research is done to collect information about users' mental models.

10 Visual System

Result	Severity	
		10.1 Information is logically grouped to help focus and avoid cluttered interfaces.
		10.2 Related objects are close in proximity.
		10.3 Fonts are sufficiently large and easy to read.
		10.4 The system takes peripheral vision into consideration; the visual environment of important objects in the interface is coherent with it.
		10.5 There is adequate color contrast.
		10.6 Pictures of objects are clear, descriptive and typically better if they have a slightly angled perspective and appear slightly above.
		10.7 When color is used to demonstrate a relationship, another method to show the same information is used.