



## Jakob's Ten Usability Heuristics

- 1** **Visibility of System Status**  
Designs should keep users informed about what is going on, through appropriate, timely feedback.
- 2** **Match between System and the Real World**  
The design should speak the users' language. Use words, phrases, and concepts familiar to the user, rather than internal jargon.
- 3** **User Control and Freedom**  
Users often perform actions by mistake. They need a clearly marked "emergency exit" to leave the unwanted state.
- 4** **Consistency and Standards**  
Users should not have to wonder whether different words, situations, or actions mean the same thing. Follow platform conventions.
- 5** **Error Prevention**  
Good error messages are important, but the best designs prevent problems from occurring in the first place.
- 6** **Recognition Rather Than Recall**  
Minimize the user's memory load by making elements, actions, and options visible. Avoid making users remember information.
- 7** **Flexibility and Efficiency of Use**  
Shortcuts – hidden from novice users – may speed up the interaction for the expert user.
- 8** **Aesthetic and Minimalist Design**  
Interfaces should not contain information which is irrelevant. Every extra unit of information in an interface competes with the relevant units of information.
- 9** **Recognize, Diagnose, and Recover from Errors**  
Error messages should be expressed in plain language (no error codes), precisely indicate the problem, and constructive suggest a solution.
- 10** **Help and Documentation**  
It's best of the design doesn't need any additional explanation. However, it may be necessary to provide documentation to help users understand how to complete their tasks.