Jakob Nielsen has defined 10 usability heuristics -- broad principles for usability -- that create better user experiences.[1] Think of these as rules of thumb for designing user interfaces that are intuitive to users to interact with.For example, when you type "bisycle" instead of "bicycle." To prevent slips, you can use input constraints, provide helpful suggestions, or use forgiving input formatting. Mistakes happen as a result of conscious users' actions. They happen when users have wrong expectations or knowledge of how the functionality actually works. For example, when you want to click a button that is a non-interactive banner. Recognition rather than recall Save Share Report The recognition rather than recall heuristic means that we should always minimize the load on a user's memory by making actions, elements, and options clearly visible. Don't make your users remember what each button does. Recognition works better and more efficiently than memory. A familiar interface is a recognizable one, so match real-world interactions and experiences whenever possible. Tip! This principle goes hand in hand with matching the real world, as a familiar interface is a recognizable one. Flexibility and efficiency of use Save Share Report The flexibility and efficiency of use heuristic means that systems should be versatile enough to accommodate the different needs of both advanced users and newcomers. By default, show the most common functions and keep the advanced options for your more experienced audience. For example, shortcuts may significantly simplify task implementation for more advanced users, while tips and clear labels can help novice users complete the same task. Flexible interfaces also allow users to customize functions to their specific needs. For example, in Photoshop, users can tailor their workspace and keep at hand panels and tools they swear by repeatedly. Aesthetic and minimalist design Save Share Report The aesthetic and minimalist design principle means interfaces should not contain irrelevant information or elements which don't add value. As Steve Jobs said, "Design is not just what it looks like or feels like.Consider the ubiquity of the magnifying glass for the search icon or using a "Join the Community" button instead of "Sign Up." Tip! Jargon can be an exception for some domains and target audiences. Legal or medical products, for example, will be challenging to use without professional jargon. User control and freedom Save Share Report The user control and freedom heuristic implies that users naturally make errors and mistakes when interacting with a system or change their mind and want to revert an action. It's crucial to provide an "emergency exit" so they can leave the unwanted state without having to go through an extended dialogue.There are 4 types of consistency designers should consider when working on their projects: Visual: visually consistent elements like buttons, menus, labels, fonts, etc., help users learn the ropes of the product faster.Gently guide your users through their journey by showing suggestions, providing smart defaults, and applying constraints where necessary (such as when filling out form inputs).Ensure the exit is easy to spot and has a straightforward label that eliminates any doubts about what happens when users click it. Consistency and standards Save Share Report Consistency and standards across your interface help ensure that users will never question or wonder whether different words, situations, or actions mean the same thing.External: this type includes both visual and functional consistency across multiple systems/products.There are also other heuristics that designers can rely on for evaluating an interface from different perspectives.For example, all Google products use the same fonts, icons, or colors, and similar components, e.g., a search bar, function similarly.Nielsen's usability heuristics are general principles, not specific guidelines.They should guide

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you in creating a user experience that feels intuitive and clear to people visiting your website or using your products.Where am I?What is happening?Tip!

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