




USER




Gender



Casual/Business

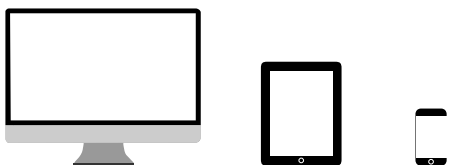


Age

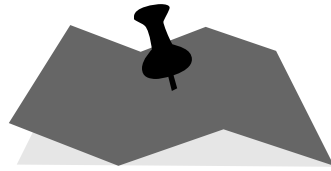


Novice/Expert

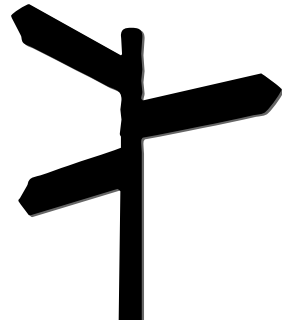
DEVICE



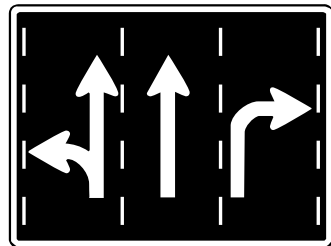
ANALYZE



Where am I?



What can I do?



How next?

CHOOSE

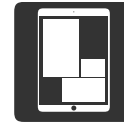
Clear purpose



Transparent



well lay-outed



Call for action



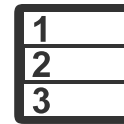
Display of status



Goal oriented and task driven



Sequencing of actions



Error tolerant and robust



Recognize rather than recall



TRANSITION

Clear context: users are told where they are

Structure of information is top-down

Users are told the purpose of the screen/tool

Help users to navigate. Use Signposts and cues

Direct: Where there is output, let there be input.

human vocabulary is used; talk to people

Aesthetically pleasing

Graphically, attention is directed to what is impor-

Simple lay-out, organized with visual clarity

Affordances; actions are made to be inviting

Constraints are used; constructive guiding the user

Correct mapping of displayed functions on actions

Feedback is informative, yielding closure

Tell users what is happening; keep them informed

Tell/make predictable next steps; no surprises

The visual structure applied matches user's goals

Goals are achieved with the least number of steps

Simplified to what adds value & what is relevant

Make navigation follows a natural work-flow

Frequently used functions are displayed prominently

The tool/interface is not overwhelming

It is forgiving. Every one makes mistakes

It empowers the user. The user is in control

It ensures easy error handling, e.g. undo & redo

Consistent, consistent, consistent

What looks the same acts the same

Minimal need for short-term memory