

Heuristic Evaluation - Website Usability Testing Guide

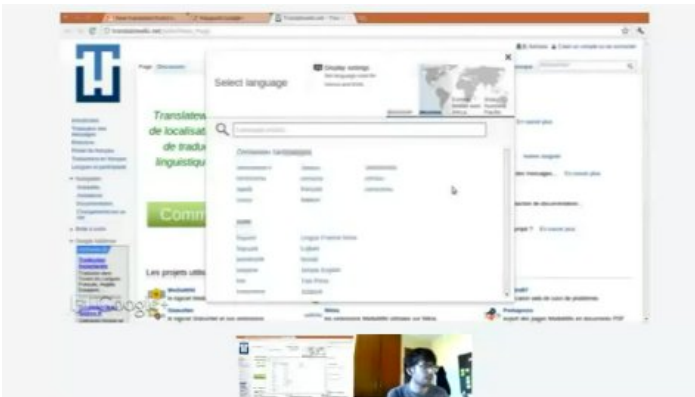


Heuristic Evaluation

Scenario: You want to compare your website's interface against a set of widely accepted principles with a few people to assist.

What/Why: Heuristic evaluation involves a small set of evaluators examining an interface and judging its compliance with usability principles or "heuristics". Use a heuristic evaluation form to help you identify key problems (form attached).

According to Nielsen, just 5 evaluators can detect 85% of errors with this method!



Types of Questions/Prompts:

- Create realistic tasks users can accomplish on your website
- Use the attached heuristic evaluation form to document each tester's experience.

*Nielsen, Jakob. "10 Usability Heuristics for User Interface Design." 10 Heuristics for User Interface Design: Article by Jakob Nielsen. Nielsen Norman Group, 1 Jan. 1995. Web. 19 Dec. 2014. <<http://www.nngroup.com/articles/ten-usability-heuristics>>.

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