
## UX Heuristics, Guidelines, Principles, Criteria, and Rules Categorized by Usability Quality Components Which method is right for you? 5 0 ITY SCALE AMÉLIE BOUCCHER NOMIC CRITERIS USABILI 1-5 DISAGREE TEN AGREE S



Quality Components of Usability

## LEARNABILITY (32/91)

How easy is it for users to accomplish basic tasks the first time they ancounter the decian?

## 2 EFFICIENCY (22/91) Once users have learned the design, how quickly can they orform tacks?

3 SATISFACTION (19/91) How pleasant is it to use the design?

4) ERRORS (8/91)

How many errors do users make, how severe are these errors, and how oneily can they receiver from th 5 UTILITY (6/91) Does it do what users need?

Heapility and utility are equally

## 6 MEMORABILITY (4/91)

When users return to the design after a period of not using it, how easily can they reestablish

they encounter the design?	perform tasks?		now easily can they recover from the	Usability and utility are equally	easily can they reestablish
		Subjective satisfaction: If the	errors?	important and together	proficiency?
Intuitive design: a nearly effortless	Efficiency of use: How fast an	user likes using the system		determine whether something is	
understanding of the architecture	experienced user can accomplish		Error frequency and severity: how	useful.	Memorability: after visiting the
and navigation of the site	tasks	Engagement—Users find it	often users make errors while using		site, if a user can remember
		pleasant to use and appropriate	the system, how serious the errors	1. Utility: Does it provides the	enough to use it effectively in
Ease of learning: how fast a user	Efficiency—Users can perform	for its industry/topic.	are, and how users recover from the	features you need?	future visits.
who has never seen the user	tasks quickly through the easiest		errors		