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- Visibility of system status
 - Appropriate feedback
 - Timely feedback
- Match between system and the real world
 - Speak the users' language
 - User, not system-oriented terms.
 - Information appears in a natural and logical order.
- User control and freedom
 - Clearly marked "emergency exits"
 - Support undo and redo.



- Consistency and standards
 - Same words, situations, and actions throughout.
 - Follow platform conventions.
- Error prevention
- Recognition rather than recall
 - Make objects, actions, and options visible
 - The user should not have to remember information
 - Instructions for use of the system should be visible or easily retrievable



- Flexibility and efficiency of use
 - Accelerators
 - Allow users to tailor frequent actions.
- Aesthetic and minimalist design
 - Dialogues should not contain information which is:
 - Irrelevant
 - Rarely needed

- Help users recognize, diagnose, and recover from errors
 - Error messages should be expressed in plain language
 - Precisely indicate the problem
 - Suggest a solution.
- Help and documentation
 - Easy to search
 - Focused on the user's task
 - List concrete steps to be carried out
 - Not too large.