Jakob’s Ten Usability Heuristics

1 Visibility of System Status
Designs should keep users informed about what is going on, through appropriate, timely feedback.

2 Match between System and the Real World
The design should speak the users' language. Use words, phrases, and concepts familiar to the user, rather than internal jargon.

3 User Control and Freedom
Users often perform actions by mistake. They need a clearly marked "emergency exit" to leave the unwanted state.

4 Consistency and Standards
Users should not have to wonder whether different words, situations, or actions mean the same thing. Follow platform conventions.

5 Error Prevention
Good error messages are important, but the best designs prevent problems from occurring in the first place.

6 Recognition Rather Than Recall
Minimize the user's memory load by making elements, actions, and options visible. Avoid making users remember information.

7 Flexibility and Efficiency of Use
Shortcuts — hidden from novice users — may speed up the interaction for the expert user.

8 Aesthetic and Minimalist Design
Interfaces should not contain information which is irrelevant. Every extra unit of information in an interface competes with the relevant units of information.

9 Recognize, Diagnose, and Recover from Errors
Error messages should be expressed in plain language (no error codes), precisely indicate the problem, and constructively suggest a solution.

10 Help and Documentation
It’s best if the design doesn’t need any additional explanation. However, it may be necessary to provide documentation to help users understand how to complete their tasks.