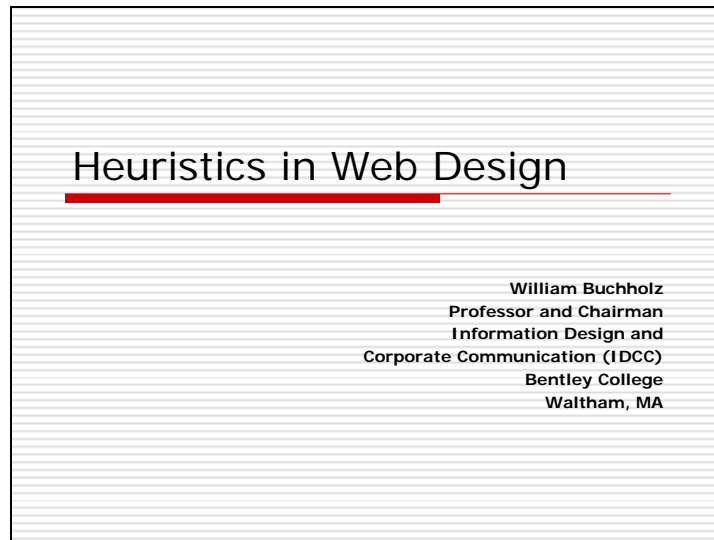


Heuristics in Web Design

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The complete PowerPoint presentation is available as a Web slideshow at
<http://cyber.bentley.edu/faculty/wb/presentations/heuristics.htm>

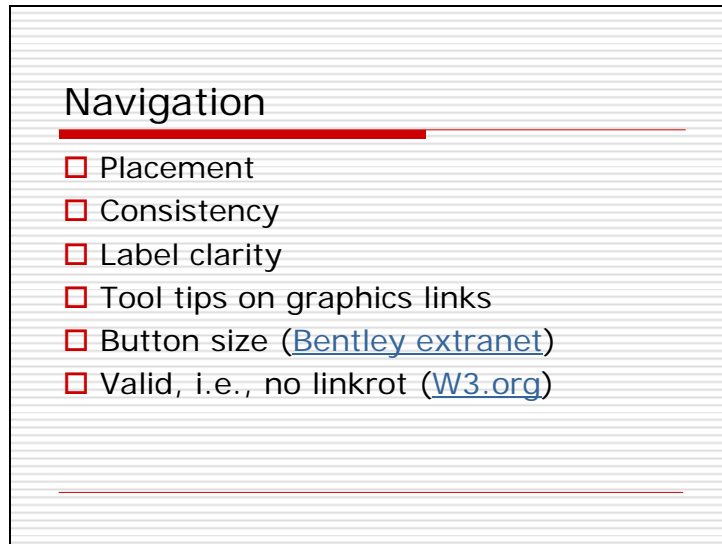


Slide 3: Heuristic Process

Heuristic Process

- Expert evaluators (2 – 5) work separately
- Compare results on selected top-level pages
- Make recommendations for change
- Formal or informal
 - Formal is closely guided by selected principles and scales
 - Informal is largely open and looks at all Web page elements
- Heuristic Web evaluations will evolve over time

Slide 7: Navigation



Navigation

- Placement
- Consistency
- Label clarity
- Tool tips on graphics links
- Button size ([Bentley extranet](#))
- Valid, i.e., no linkrot ([W3.org](#))

Slide 9: Common Rating Scales

Common Rating Scales

- 1 2 3 4 5 6 7
(1 = ineffective, 7 = highly effective)
- 1 2 3 4 5
information: 1 = unclear, 5 = very clear
task: 1 = frustrating, 5 = easy
frequency: 1 = never, 5 = always
- SA A N D SD (agreement/disagreement)
- Yes No Not sure

Slide 11: Form Element Sample 1

Form Element Sample 1

14. Breadcrumb trails accurately describe the site hierarchy:
yes no
if no, briefly illustrate a problem instance or two.

Slide 13: Form Element Sample 3

Form Element Sample 3

6. Page titles are
Unclear 1 2 3 4 5 Very Clear

11. Page hierarchy conforms to accessibility guidelines:
Never 1 2 3 4 5 6 7 Always

Please detail any problems encountered:

17. Pages are easily scannable
Never 1 2 3 4 5 6 7 Always

Slide 14: Form Structure

Form Structure

- ❑ Provide clear instructions
 - Begin: Who, what, when, where, why, how
 - End: thank you
 - Follow-up thank you page upon submission
- ❑ Segment analysis areas
 - Evaluator information
 - Site elements to be analyzed
- ❑ Arrange items logically
- ❑ Phrase unambiguously

Slide 15: Heuristic Resources (selected)

Heuristic Resources (selected)

Graham, Ian. *XHTML 1.0 Language and Design Sourcebook*. New York: Wiley, 2000.

IDCC 380 links in [Design Tips](#) and [Accessibility](#)

Krug, Steve. *Don't Make Me Think*. Indianapolis: New Riders, 2000.

Nielson, Jakob. "How to Conduct a Heuristic Evaluation."
http://www.useit.com/papers/heuristic/heuristic_evaluation.html

Nielson, Jakob. "Top Ten New Mistakes of Web Design"
<http://www.useit.com/alertbox/990530.html>

Pearrow, Mark. *Web Site Usability Handbook*. Rockland, MA: Charles River Media: 2000.

Powell, Thomas. *Web Design: the Complete Reference*. Berkeley: Osborne/McGraw Hill: 2000.

Reiss, Eric. *Practical information architecture: a hands-on approach to structuring successful websites*. Harlow, England: Addison-Wesley, 2000.

"Research-Based Web Design and Usability Guidelines"
<http://www.usability.gov/guidelines/>
