

1 Visibility of system status

System informs users about what's going on.

2 Match between system and the real world

The system should speak the users' language.

3 User control and freedom

Support undo and redo.

4 Consistency and standards

Follow platform conventions.

5 Error prevention

Prevents a problem from occurring in the first place.

6 Recognition rather than recall

Minimize the user's memory load by making objects, actions, and options visible.

7 Flexibility and efficiency of use

Allow users to tailor frequent actions by making complex tasks fluid and efficient.

8 Aesthetic and minimalist design

Get rid of redundant stuff, provide only necessary info in an elegant way.

9 Help users recognize, diagnose, and recover from errors

Each error message should: 1) be expressed in plain language 2) indicate the problem 3) suggest a solution

10 Help and documentation

Provide hints to guide the user through the interface.