

10 Steps to Improve Usability, Utility, and Desirability by Implementing Nielsen and Molich's UI Design Guidelines

- Choose the website or app for which you want to critique and improve usability, utility and desirability.
- Then work through the list to see whether or not the website or app follows Nielsen and Molich's 10 rules of thumb.
- Finally, improve the website or app by further applying the 10 guidelines.

Rule of Thumb	Is this rule being applied? How so?	Is this rule violated? How so?	How can this rule further improve usability, utility and desirability?
1. Visibility of system status			
2. Match between system and the real world			
3. User control and freedom			
4. Consistency and standards			
5. Error prevention			
6. Recognition rather than recall			
7. Flexibility and efficiency of use			
8. Aesthetic and minimalist design			
9. Help users recognize, diagnose and recover from errors			
10. Help and documentation			