



<h2>Match</h2> <p><b>Match mental model</b></p> <p>Leverage users' understanding of the world, rather than forcing them to adapt or conform to a system that works in an "unnatural" way. If you break rules or bypass conventions, the experience and outcome must make sense and offer a measurable improvement in usability.</p>	<h2>Anticipate</h2> <p><b>Anticipate needs</b></p> <p>Don't rely on users' memory. Provide the right tools and right information at just the right time.</p>
<h2>Complexity</h2> <p><b>Minimize perceived complexity</b></p> <p>Apply design practices such as progressive disclosure, and information hierarchy and avoid haphazard layouts. Your products and services should be self evident. Do not rely on instruction nor burden the user to "figure it out."</p>	<h2>Language</h2> <p><b>Use clear and concise language</b></p> <p>Speak plainly and sparingly. Use words and concepts from the users' world. Avoid jargon, system-specific terminology and inappropriate tone.</p>
<h2>Consistency</h2> <p><b>Use consistent form, words, and actions</b></p> <p>Handle things that are the same or similar in the same way every place users encounter them. Only break from conventions when they are inadequate.</p>	<h2>Feedback</h2> <p><b>Give feedback about actions and status</b></p> <p>Let users know what effect their actions have on the system. If the task or result isn't instant, give users a sense of where they are (or the system is) in a process and some idea how long it might take to complete.</p>
<h2>Place</h2> <p><b>Provide a sense of place</b></p> <p>Structure the system so that users can easily orient themselves and find their way fluidly from one place or task to another. Support this arrangement of places with landmarks and wayfinding schemes that provide cues about whereabouts and paths.</p>	<h2>Errors</h2> <p><b>Prevent errors and provide graceful recovery</b></p> <p>Do everything possible to prevent errors in the first place. But the world isn't perfect, so designers must devote attention to what happens if users encounter errors. People want to understand what happened, how to get back on track (or a lifeline to some human help) and how to avoid the problem in the future.</p>
<h2>Constraints</h2> <p><b>Account for user &amp; environmental constraints</b></p> <p>Choose visual, verbal, auditory and material components that account for constraints in context of use or user ability.</p>	<h2>Aesthetics</h2> <p><b>Strive for appropriate and minimal aesthetics</b></p> <p>Every single thing users see, touch, and hear serve a specific purpose. Therefore they should look that way. Avoid haphazard, disorderly or chaotic designs. Strive for harmony and aesthetic appeal that delight as well as illustrate function. It's not just about good looks. Studies have shown that users report higher usability satisfaction with products they find appealing.</p>