**How Do Heuristics Affect UI\_UX Design\_**

[00:00:00] We all have our own heuristics for UI and UX design, but why not improve them by continuously learning and challenging what we think we know so we can make better decisions. Can we train our Horistic judgment to be better? You're listening to the UI narrative podcast, the biweekly podcast that shares how initially when designers got started interface, design, and how they create successful user centered experiences.

[00:00:29] And I'm your host totally dry. Let's get started.

[00:00:38] Hey guys, I'm back and have so much to share. I've had a very eventful past month and all right, so to sum it up on my, go through everything and like a bullet point list. Everything that's happened. Um, so first as you guys know, I moved into a new apartment. I went to Dominican Republic. [00:01:00] I got engaged in Dominican Republic, Villa my fiance for about eight years now.

[00:01:06] So yeah. Was. So ready for that to happen. Um, when I got back to Texas, I got a really bad upper respiratory or code that had me stuck at home for almost a week. And that was terrible. Um, I had my birthday, December 19th. Um, I quit my job and my last day was December 20th. So now I'm a full time UI UX design contractor and freelancer.

[00:01:28] And I had my first job started in January. Okay. So now you're all caught up on all the events that have taken place in the past few weeks. Um, I'm now just starting to catch up on this podcast and other things I have in store for you, our narrative. I appreciate you all continuing to listen, even though I haven't had it.

[00:01:44] Cause since release date in the past weeks, it means a lot to me. So thank you to new subscribers or subscribers. Um, I love you all and let's get into this episode. Some of, you may have never heard of UI or UX design before. So let's go over [00:02:00] that again. In 90 seconds, UI is what you use to interact with the product while UX is concerned with how this overall interaction feels.

[00:02:08] User interface. AKA UI design is the design of it. Change in software, such as computers, mobile apps, and other electronic devices. You had designers design all the screens on these machines or software that I use a rule interact with. This includes functions like clicking a button on a website, um, swiping through your Instagram feed or selecting your character and Mario cart user.

[00:02:29] Yeah. Experience AKA UX design is the best way to go through what the product would be like. Without going through the pain of building it. You do this through collecting data from the users, testing out the concept or new features choose of the product, the data that you collect from users informed the UI designers, how they should design the, uh, the user interface.

[00:02:50] I go over six types of data you can collect in the episode. Which UX research methods should I use? I want you to understand that UI and UX are two [00:03:00] separate roles. These roles are separate skill sets, but also have some similarities. If you're interested in this career, check out the episode is we're in UI or UX design, right for you.

[00:03:11] Let's go. The latest reviews. This review is from sun kiss on Apple podcast, USA. I enjoyed the first few episodes. I listened to a visit episode. I even added it to my favorite podcast list. However, a couple of them more episodes later, the profanity started to pour out. They be word mentioned at the end of the episode, to say, I'm out, this B word was unnecessary and surprised me the tone and brand of this podcast for my listening experience, doesn't even align with profanity.

[00:03:40] I prefer podcasts that I can listen to in the car while my toddler son is riding with me besides the profanity, the content is great. And I'm sure other may not mind the profanity, but I have a ton of other UX podcasts that I enjoy. Which don't use extreme profanity. I'll stick to those again. Great content though.

[00:03:58] I've enjoyed most of it so [00:04:00] far. Hey, Sam kiss. Thanks for the review and supporting the podcast. Yeah, I'm not sure what to say because I have the explicit logo on the Apple podcast in Spotify. So I'm just wondering, like how you aren't aware of that. Sometimes I use profanity. Um, you know what, maybe you listened on.

[00:04:17] My website. Cause I don't think I have the explicit loader logo on there. I'll make sure to try to add it on there too, if that is where you listen to it. Um, I'm glad you did enjoy the show even though I do cuss occasionally, but yeah. Disclaimer for everyone, if you didn't realize a specific logo from wherever you're listening, please pause.

[00:04:35] Now. If you don't like cussing, I'll give you a few seconds. Okay. So I occasionally say things like, shit, damn, fuck. Whatever else comes out. I don't believe anything out because since I edit this show, I don't have the time to be about cuss words. Also, if I censor myself when I'm talking actually, and honestly, with you all, then that's not me.

[00:04:58] I want you all to get the [00:05:00] 100%. Authentic toluene. And from there, you can decide if the show is for you. I don't want to offend anyone so understand if you don't like occasional profanity, then this might not be the podcast for you right now for a special announcement. So I owe you all a giveaway. We are now way past five K downloads.

[00:05:21] We're now at general 8,000. Freaking downloads. Wow. Holy shit guys. So this is what I'm going to do. I'm putting out a survey this week and next week on Instagram stories and Twitter. Um, if you don't follow me on Instagram, it's at UI narrative and on Twitter, it's at UI narrative C Oh, you can vote on what the prizes will be for the giveaway.

[00:05:48] Some prizes I'm thinking about are a book on UI UX design. Or thinking about the sketch app download maybe free software or creative cloud, [00:06:00] like one minute subscription. Um, in the next episode, I'll be officially announcing the rules for the giveaway. What the prices will be. I'm so excited. I hope you are too.

[00:06:10] Whew. That was a lot of catching up. Now let's get into the topic of this episode. How do heuristics affect UI and UX design? In this episode, I'll be going over the research I've gathered on heuristics and UI and UX. I got a lot of my research from the NN group in Wikipedia. So what are her six anyway?

[00:06:32] Horace sticks are simple strategies or mental processes that we use to, to quickly form judgements, make decisions and find solutions to complex problems. A holistic technique often called simply heuristic is any approach to problem solving or self discovery that employs a practical method that is not guaranteed to be optimal, perfect, or rational, but instead sufficient for reaching an immediate goal.

[00:06:58] Simply put [00:07:00] holistics. Are the strategies derived from previous experiences with similar problems where finding an optimal solution is impossible or impractical holistic methods can be used to speed up the process of finding a satisfactory solution. Heuristics can be mental shortcuts that. Ease the cognitive load of making a decision, examples that employ heuristics include using trial and error.

[00:07:25] I'm a rule of thumb. I'm an educated guess and intuitive judgment, a guesstimate profiling, or common sense. So we all have our own horn mystics. We use to solve problems. Let's dive into some history. Herbert, a Simon formulated one of the first models of her state known as satisficing. His research program created where others asked the question of how humans make decisions under uncertainty.

[00:07:52] The study required formal waddles that allowed predictions of behavior to be active. It's auntie based on forecast rather than actual [00:08:00] results. Their program has three aspects. The first one is what are the heuristics humans use? How do they make decisions under constraints of limited time and knowledge?

[00:08:11] The second one is under what conditions should humans rely on a given Horistic. What should one do to act rationally? The third one is how to design heuristic decision AIDS that are easy to understand and execute are the aides easy to use. This program they created has shown that HearUSA can lead to fast food and accurate decisions and many real world situations that are characterized by uncertainty.

[00:08:39] All right. So I don't want to bore you with the history. So let's get into more of why I think your risks are important. So who eristics supposed to be based off of your own judgment? Our own judgment is based off of our personal experiences and information gathered over time. What if the information we know leads to bad UI and UX [00:09:00] heuristic judgment.

[00:09:01] I'll say this question again. What if your eristics for UI and UX is line is wrong. This is a question you must ask yourself. No matter how long you've been a UI UX designer, there's positives and negatives to using your own heuristics for UI. The positive is that you can quickly come to a conclusion on what to do.

[00:09:22] The negative is that since you came to a decision quickly, based on your own judgment, the solution could be ignoring the user's needs. It just depends on how accurate your heuristics are. This is where predetermined heuristics for UI and UX come in to help. There's also positives and negatives to using predetermined heuristics for UI and UX.

[00:09:42] The positives of adopting predetermined UI is, um, everyone is on the same page of how to create the most optimal experience. However, these Horace sticks have to be tested on how easy it is to understand and. There has to have good results for the users. [00:10:00] Having user tested UI UX heuristics will help you to create a decent product for MBP, which is a minimal viable product I'm using predetermined user interface.

[00:10:11] Heuristics could help save time with designing the interface. This could mean you using material design or human interface. Guidelines UI kit to start the project. These design systems have already been user tested and, and have proven good results. It can help save time with doing research on a product.

[00:10:31] Um, are there usability reports that exists for similar products? Are the users for that product in the same demographic? Could you start a hypothesis based off of the information you've collected from others? Who've already done this case study. Um, another positive is doing the research to broaden your own heuristic judgment meant for UI UX design and making it more faculty.

[00:10:54] Cool. All right. So those are some positives. Um, there's also negatives to [00:11:00] adopting predetermined UI UX heuristics. You can learn about the best heuristics for UI UX design, but it's all based off of what you've been told. You haven't necessarily made these discoveries on your own. Your creative solutions could be dismissed.

[00:11:15] You may not feel, I feel like your judgment is worthy. If you just rely on what others have done or do first there's less trouble. We have design thinking involved. If predetermined heuristics are the. Go to choice if you aren't including your own thoughts and the heuristic approach. Yes, our heuristics are formed and from what we learn over time, but it's important to question those holistics and maybe reshape them.

[00:11:39] Can you rely on and your own heuristics as the best solution, heuristics are about problems and reaching a solution that may not be the best or good enough for the time being, but there's exceptions. If you came to the same discussion on your own, for example, if. Time is limited. You might want to do.

[00:11:58] What's been done [00:12:00] before. Um, the main point is to think of your own UI UX solutions first to see how much, you know, before looking for what's been done before, once you've learned about what's been done, still question, if it's the best way to go about it and back it up with research. So it feels like I'm talking in circles trying to prove negatives and positives and UI UX, design, heuristics.

[00:12:23] Yeah. When really every heuristics is learned and taken away from somewhere, even new discovery. These are just previous lessons learned and formed into something new. So let's learn something new that could possibly help you have better UI UX. Here's the judgment. Let's go over it. 10 usability heuristics for UI design created by Jacob Nielsen from the NN group.

[00:12:47] These are six have been tested by users. So they're perfect for adopting them as your own. I'm mostly going to give examples and using these heuristics for web mobile and games. All right. So the first one is visibility of [00:13:00] system status. The system should always keep users informed on what's going on through appropriate feedback in a reasonable time, open communication between the system and user.

[00:13:11] It could be a temporary feedback. Like when you tap a signing button. You land on the homepage or stationary like the nav web page link, changing colors. As you switch between pages, your user wants to feel in control. Only give them the information they need. They want to see that the product is reliable and predictable.

[00:13:34] They want good communication and transparency because more information translates to better. Decision-making communication is important and fundamental to all relationships. They want to know what they do so they can accomplish their goals. But they also want to know if they're making a mistake or if their actions are effective.

[00:13:55] So let's go into some examples of why visibility of system status is [00:14:00] important for all users for web. Think about a form submission, the success popup when submitting a form on the website. For mobile. Think about wifi string when connecting to wifi, the bar is illuminated and crease. As the signal weekends for games.

[00:14:19] Think about your lifestyle is the health meters starts glowing when your life is critical in the game. So that's visibility of system status. The second usability heuristics for UI design is matched between system and the real world. System should speak the user's language. What familiar words, phrases and concepts, rather than system oriented terms.

[00:14:46] Interfaces that follow real-world conventions make information appear in a natural and logical order, demonstrate empathy and acknowledgement for users. So this means don't use marketing [00:15:00] jargon instead use direct plain language to describe features or web components. Don't assume that our own interpretations and understandings of words or objects match those of our users.

[00:15:12] The user should be able to understand the meaning without doing a Google search. There's also skeuomorphic yeah. Design, which is matching the UI elements and UX journey shares to how it looks was in the real world. An example of this in UI design is a compass would be hard to read on an app. If it didn't match how a physical compass looks and.

[00:15:34] An example of this in UX design, for instances, when you're swiping through your photos on your phone, it feels like you're turning the pages and a photo album by nature. Humans find comfort in familiarity. The outdated part of skeuomorphic design is that flat design is more accepted. Let's cover some examples of why the matching between system and the real world is important for all users in web.

[00:15:59] Have you [00:16:00] ever seen a website that looks like something you'd. Seen in the real world, like a scrap book or like a bookshelf or whatever, creative, custom creation, you know? Um, so after you're done taking in the, all of how cool it looks, you're ready to go to a specific page on that website, but now you've run into the issue of how do I get here.

[00:16:23] The website is so different and unique that it's hard for you to find what you're looking for because they match the real world so much. It becomes cluttered or confusing, and don't even try to use a website like that on mobile. You'll be even more frustrated. So how do we match system and the real world on web?

[00:16:41] When it comes to web it's best to stick to flat design because the cons outweigh the pros. When it comes to skeuomorphic design on websites, users are really observant and just, just skeuomorphic design to the actual object. The first thing they look for is what is wrong using skeuomorphic design [00:17:00] limits, the advantages of digital elements and current technology.

[00:17:05] Um, an example for mobile would be. All depends on what you're interacting with on the Kindle app. For example, having gestures similar to reading a book are important, but having the digital book actually look like a book isn't important. An example for games, let's think of the game like PUBG, which is the battle Royal game players are able to like weapons faster because they named the weapons the same way that they're named in the real world.

[00:17:35] There's less of a learning curve for players because there's no new terminology. Compare this to the game. APICS legends, which is also about a roll game, custom weapon terminology for this game, which increases. The cognitive load of the users because they have to learn what each weapon is called in the game.

[00:17:55] And it may take them longer to choose what to pick up and use. Let's take a short [00:18:00] break. You've listened to this episode before it launched my email club members are the only people who get access to this behind the scenes information. They're the first to know when I posted the blog posts, luxury products and also share clips.

[00:18:14] So the next podcast episode, this weekly email is a way for you to see the behind the scenes of what new things are coming to you. I narrative, I also share my weekly UI UX and tips and challenges. So you get to see what my creative processes like each week. So just mix, but so does about, Oh, well, I can't tell you.

[00:18:34] You have to join the UI narrative email club to hear more you can join@youarenarrativedotcomslashemailclubthatyouarenarrative.com slash email club. I have a lot to tell you, so I can't wait to talk. All right. So that was the second one match between system and the real world. The third usability heuristic for UI design is user control and freedom users often [00:19:00] choose system function by mistake and will need a clearly marked emergency exit to.

[00:19:05] Leave the unwanted state without having to go through an extended dialogue, you just want the freedom to undo, go back, reset this way they don't get somewhere. They didn't intend. Um, an example of why user control and freedom is important for all users is, um, for web. Think about how you're able to go back and forth on the web browser.

[00:19:27] Remember to give the user the freedom to cancel when filling out a form as well. Um, for mobile, when downloaded, do you need an app? You have the option to cancel and stop the download. For games. Um, and most platforms games, you have the option to restart the level at any point during the game. This could be because things are not going as well as you'd like, and maybe you're losing, or maybe, um, you would like to collect more of an item or beat your current time.

[00:19:56] The user just loves to have the freedom to. [00:20:00] Undo. So that was the third one user control and freedom. The fourth usability heuristic for UI design is consistency and standards. Users should not have to wonder whether different words, situations, or actions mean the same thing. Standards ensure a consistent vocabulary, but don't limit designers, freedom and responsibility in deeper design issues.

[00:20:24] Often the most important design elements are those that can't be specified by a standard since the standard can't know the specifics of the individual domain addressed by the design. Um, consistency and standards, help sure that the UI is predictable and learnable. The UI can have internal consistency with things like color and type, right?

[00:20:48] So there's an established meaning of that visual treatment. External consistency involves maintaining consistency outside of products. Most websites use a shopping cart in the right [00:21:00] corner to show where to check out. So you would need to use one on yours to, to stay externally consistent. Jay, it comes all backs up external consultancy.

[00:21:10] It says. People spend most of their time on site, other than yours, if all of the other sites follow up consistent convention and your site breaks that convention, then you're forcing them to learn something new. Sometimes breaking conventions can be good when you've discovered a new pattern, but keep in mind that you're increasing your users, cognitive load, some examples of why consistency and standards is important for all users.

[00:21:38] On web, the navigation on most websites are above the fold on mobile. The maps on most touch devices. Use a pinch out gesture to zoom in on games. The controller preset buttons on PlayStation and Xbox are usually the same, for example. Well, the jump buttons are usually the down button. Yeah. Which is a for [00:22:00] Xbox or extra PlayStation.

[00:22:02] So that was the fourth one consistency in standards. The fifth usability heuristic for UI design is error prevention. What's better than a good error. Messages is a careful design, which prevents a problem from occurring in the first place. Either eliminate error, prone conditions, or check for them and present users with a confirmation option before they commit to the action users are often distracted by the task they're trying to do so prevent unconscious errors by offering suggestions, utilizing constraints, and being flexible.

[00:22:38] Don't blame the user. Redesign the system to be less error prone to types of user errors are slips and mistakes slips secure. When users intend to perform one action, but ended up doing another. Which is often a similar action. For example, ms. Typing a letter, um, whenever they're filling out something, how you can prevent a [00:23:00] slip, you can add constraints.

[00:23:02] For example, when booking a flight, you're not allowed to select the return date that is before the departure date. Offer suggestions and guide the user towards the correct use of an interface. If your website has a search engine, you can have search traditions similar to how Google tries to guess what you're searching for some good defaults can help prevent.

[00:23:25] Slips too. So presets for setting an alarm or typing an email and just have, um, forgiving formatting. It makes sense easier for the user to fill out a form or input information mistakes are made when users have goals that are inappropriate for the current problem or task, even if they take the right steps to complete.

[00:23:47] I think their goals, the steps will result in an error. For example, mistaking what the air icon like air pressure means in your car and right. And thinking you need an oil change total opposite, right? Let's go over [00:24:00] some examples for why error prevention is important for all users on web. When importing information on a forum, you may accidentally click somewhere else on the page instead of letting this action submit automatically, there can be a dialog pop up that asks if you're sure you want to leave this page.

[00:24:19] On mobile. When you're about to delete an app on your phone, you get the delete. So, and so app and question, Mark deleting this app will also delete it Satta. It's a nice precaution, you know, to make sure you're not. You're intentionally, you know, try to delete the app on games when quitting the game, you get the end of the game confirmation dialogue of, do you really want to quit this game?

[00:24:41] Yes or no. So that was the fifth one error prevention. The sixth usability heuristic for UI design is recognition rather than recall minimize a user's memory. Load by making objects, actions and options visible. The user [00:25:00] should not have to remember information from one part of the dialogue to another instructions.

[00:25:05] Your use of the system should be visible or easily retrievable when appropriate showing user things. They can recognize improves these ability over needing to recall items from scratch because. The extra context helps users retrieve information from memory. It's easier for you. These are to recognize something rather than recalling an example.

[00:25:25] If I ask you, is Austin the capital of Texas, it's easier for you to recognize if it is, or if it's not with a guest. If I ask you what is the capital of Texas? That it involves you needing to recall what the capital is by process of elimination. This is why recognition is important in interface design, what GDPR laws against saving users data and asking for cookie permission.

[00:25:52] It makes it harder to help easily recall where they left off on your website, unless they give you permission interfaces that promote recognition, [00:26:00] give users extra help and remembering information. Whether it be about. Tasks and items that they had seen before or about the interface functionality. Some examples of why recognition rather than recall, is important for all users is on web.

[00:26:15] But when including a search engine on a website, add suggestions for searches, And if possible show a history of the user's previous searches on mobile, the user could easily forget the onboarding tool. We also have constant reminders of an easy way for them to recall how to interact with the app. Maybe an information dialogue fades in when a user is struggling with the gesture on games in the game.

[00:26:42] Red, dead redemption to the user uses a horse to get around from time to time. So the UI controls for interacting with the horse only appears when it's time for these or to interact with the horse. This helps reduce cognitive overload during gameplay because, because he user doesn't have to recall what controls are needed since they [00:27:00] only appear when they're actually needed.

[00:27:02] That was number six recognition rather than recall. The seventh usability heuristic for UI design is flexibility and efficiency of view. Accelerators unseen by the novice user. We often speed up the interaction for the expert users, such that the system can cater to both inexperienced users and allows users to tailor frequent actions, allow the user, the flexibility to modify the interaction, to fit their needs.

[00:27:32] Maybe you could have something they can turn on or off in the settings. This could be an accelerator, which is an option or action that speeds up an interaction or process. So maybe there's a setting that allows the users to turn off tutorials. An example of why flexibility and efficiency of use. This is important for all.

[00:27:49] Users is on web, went on the checkout page on a website. Where are you filling your shipping information? There could be a check box that asks if your shipping [00:28:00] info is the same as your billing. So the data is automatically filled into the shipping on mobile and most email apps like Gmail or Yahoo does a shortcut to marking emails as read or delete by swiping left or right on the email.

[00:28:15] But in the settings is also the flexibility to change. What happens when you use this gesture? In games, you can give the users the options to select difficulty and also the options to change the control functionality. Let's take a short break. Have you ever, I received the bad feedback on your mobile app designs.

[00:28:36] Yeah, me too. I know how much it sucks to receive negative feedback on a design. I've worked so hard on and I still reflect on the first time I worked with called ugly over seven years ago, I was determined to become a better designer. So I created a grading system to see just how bad I was. And once I graded myself, I realized where my problem areas were and began to focus on improving them [00:29:00] seven years later.

[00:29:01] And I'm still using this system at my corporate job for every project. Since I've started using this grading system, I'm able to have the confidence and knowing I presented my best work to my clients and my boss. I created this layout grading system to help you find clarity on how to decipher feedback and improve your designs.

[00:29:18] In this guide, we go over industry tested best practices that I use in my day to day and reveal where your problem areas are. Then you proceed with action says on how to improve your designs. You have the power to change negative feedback and do something positive. Visit UI narrative.com/grading system.

[00:29:37] To start improving your designs today. That's UI narrative.com/grading system. I'm super excited to share the methods that helped me turn my designs into something exceptional. And I can't wait to see it. Do the same for you. That was flexibility and efficiency of views. The eighth usability heuristic for UI design is [00:30:00] aesthetic and minimalist design dialogue should not contain information which is relevant or really needed.

[00:30:07] Every unit of information in a dialogue competes with the relevant units of information and diminishes their relative visibility. I think signal to noise ratio, anything the user has to process can count as a signal or noise. It's a ration of relevant to irrelevant information. Every bit of information in the UI competes with the relevant information and diminishes to relative usability.

[00:30:34] Think about when content is relevant for most users, the motto is to communicate. Don't decorate. Think about how you can get their message across in the most simplistic way. Some examples of why aesthetic and minimalist design is important for all users in web. Let's say you want a photo or video above the fold on your website.

[00:30:56] Think about if the photo or video is relevant to what your [00:31:00] website goal is. Do you need, copy to explain what the message is? Or could you go without the photo or video and maybe just use an illustration instead? On mobile. If there's too many dialogues and an app, when a user completes a task, it can be a habit for me, for them to quickly close the dialogue without even reading it.

[00:31:19] So use dialogue sparingly for really important information in games and the game destiny two, you can only see the enemy's health when you're close to them, because it would be an information overload. If you saw that all the time. That was a aesthetic and minimalist design. The ninth usability heuristic for UI design is help users recognize, diagnose and recover from errors.

[00:31:48] Error messages should be expressed in play languages, no codes. I see indicate the problem and constructively suggest a solution inform users. When an error has occurred [00:32:00] like a red text or a warning sign. Tell users what the problem is, use plain language that is easy to understand. Also offer a way to fix the error.

[00:32:10] This could be a shortcut button in the area message, so something they could click or tops to fix a problem right away. Examples of why users recognize, diagnose and recover from errors is important for all users. Um, in web, when a user is filling out a form and does something wrong, explain to them what is wrong.

[00:32:31] If they need extra characters in their password. Tell them what characters they need on mobile. When a user accidentally deletes an email in the juvenile hall, there's an undo button at the bottom that appears for about five seconds in games. I'm in the mobile game. Otmar when you're trying to buy a weapon, upgrade in the market.

[00:32:52] If you don't have enough coins, the merchant says. Need more coins and the item, that's it for [00:33:00] help users. Right? Goodnight. I can knows and recover from errors, the 10th and final usability heuristic for you. Okay. Design is helping documentation. Even though it is better. If the system can be used without documentation, it may be necessary to provide help and documentation.

[00:33:19] Any such information should be easy to search focused on task list, concrete steps to be carried out and not be too large. Think about if it's easy to search for help use analytics and user testing, to be sure it is help. Documentation should be focused on the users tab. Make the help contextual. And less concrete steps that the user can do.

[00:33:43] No user likes reading documentation. I mean, I know, I know some examples of why helping documentation is important for users on web, um, on website search engines, don't put a character limit on what the user can search for on mobile, have a, how to guide in the [00:34:00] setting. So the tutorial is optional to skip and available for those questions.

[00:34:04] And the game PUBG mobile, they have a help menu that lets users search by the problem that they're having. That was a lot of heuristics taken right. As a refresher, the tenure is six. We went over today. We're first visibility of system status, second match system and the real world. Third user control and freedom fourth.

[00:34:28] Consistency in standards, fifth error prevention, sixth recognition, rather than recall seventh flexibility and efficiency of use. Eighth aesthetic and minimalist design nine, help users recognize, diagnose and recover from error and the final 10th help in documentation. So the biggest takeaway that I want you to take away from everything we've talked about.

[00:34:57] How do heuristics affect you [00:35:00] and UX design and how did it affect their judgment? We all have our own horrific six for UI and UX design, but why not improve them by continuously learning and challenging what we think we know we can make better decisions. Can we train our heuristic judgment to be better?

[00:35:17] If you train your heuristic fundamentals of UI and UX design, based off of what you've seen works for others, then maybe you can, can be a better heuristic designer. Yes. Using your, her suggestion may not be the best UI or UX in the world, but it makes sense for that time. What I'm saying is continue to challenge and yourself to make your heuristic judgment.

[00:35:39] Better. Try not to only rely on your heuristics. Do the research and challenge what, you know, also challenge what you've learned with what, you know, I've gone over 10 heuristics for usability and UI design by Jacob Neilson. And I've added them to my heuristic judgment. Will you, I want to leave you with this quote every once in a [00:36:00] while, you need to challenge yourself and learn new things.

[00:36:03] That's by Emmett rate, you can always email me@helloatuinarrative.com or DME on Instagram at UI narrative or Twitter at UI narrative co if you have any questions about this episode or about risk in general and make sure you follow me so you can vote on the prizes for the giveaway coming up soon, I can not wait to hear from you and I'll talk to you in two weeks.

[00:36:26] My friend bye. Thank you for listening to the UI narrative podcast. If you like what you hear, make sure to show this podcast and love by commenting and subscribing. When you listen, you can find me on Instagram and Facebook at UI narrative or Twitter UI narrative CEO. I also respond to emails@helloatuinarrative.com tequila later.

[00:36:51] Bye.