Heuristic Guide

Who is it? …. (stakeholder group) …

- Rule 1: …
- Rule 2: …
- Rule 3: …
- Rule 4: …
- Rule 5: …
- Rule 6: …
- Rule 7: …
- Rule 8: …
- Rule 9: …
- Rule 10: …

Test
Tool: Heuristic Review – example

Example – reflection:

- This example again picks the solution "Additional Apps".

- The *Heuristic Rules* are based on the information from the *Value Proposition Canvas* and from the *Solution Canvas* plus a few technical requirements.

- The reviewers pick one task after another then check the functionality with the *Heuristic Guide*.

- The prototype has 3 new features. For this reason the task list contains selective tasks for each of the three features.

Testing of ... Sofia ...
Who is ... a student at University of Hamburg

- **Task 1**: on the university campus: **locate** the library

- **Task 2**: on the university campus: **locate** the canteen and go there

- **Task 3**: find the link to the **job** search **portal**

- **Task 4**: review the open **jobs** and apply for one

- **Task 5**: **navigate** to the city navigator: identify the next grocery store and go there

- **Task 6**: then **navigate** to the next public transport station

Heuristic Guide
Who is it? ... Hamburg university students

- **Rule 1**: nice & easy ux/ui design

- **Rule 2**: 1 up to max 2 clicks to route through an aligned service

- **Rule 3**: the following screen after a click should open within 5 seconds, time out after 10 seconds when no response

- **Rule 4**: error messages should be phrased in friendly language

- **Rule 5**: availability in at least 2 languages: German & English

- **Rule 6**: content must be current, with updates no older than one day

- **Rule 7**: alert functionality available instantly as push function at login

- **Rule 8**: all features should be linked to community functionality

- **Rule 9**: sustainability check

- **Rule 10**: subjective level of ease of use on a scale from 1 to 10 (10 = very easy)