

The User Experience Heuristic Form 2

This template form can be freely used when evaluating and *designing for* user experience of any kind of product, system or service. Select the proper option according to your evaluation and give comments and improvement suggestions.

0 = The heuristic is not applicable with this target

1 = The heuristic is not actualised at all

2 = The heuristic is only partially actualised

3 = The heuristic is totally actualised

UX Heuristic	0	1	2	3	Comments and improvement suggestions
1. Ensure usability.					
2. Provide utility matching with the user's values.					
3. Surpass the user's expectations.					
4. Respect the user.					
5. Design the product or service to fit the intended contexts.					
6. Provide several ways to interact, leave choice for the user.					
7. Respect the user's privacy and security.					
8. Support the user's activities - do not force.					
9. Go for a perfect visual design.					
10. Give a surprise gift.					