

## FlowPack: A Usability Study - Heuristic Sample



	Variables	Score	Comments
1.	<b>Visuals:</b> Are <b>site lines</b> and a <b>grid system</b> employed to encourage eye flow?	1-5	
2.	<b>Visuals:</b> Are there between three to seven <b>colors</b> , and are they far apart along the visible spectrum?		
3.	<b>Content:</b> Are <b>menu</b> choice names consistent, in grammatical style and terminology?		
4.	<b>Real Word Match:</b> Are <b>icons</b> concrete and familiar?		
5.	<b>User Control &amp; Freedom:</b> Can users easily <b>reverse</b> their <b>actions</b> (ex. back button, links to past steps)?		
6.	<b>Consistency and Standards:</b> Are <b>commands</b> most commonly used, most prevalent?		
7.	<b>Error Prevention:</b> Are <b>prompts</b> expressed in the affirmative, and do they use an active voice?		
8.	<b>Error Recovery:</b> Do <b>error messages</b> suggest the cause and corrective action to take?		
9.	<b>Help:</b> Are there <b>memory aids</b> for commands, either through online quick reference or prompting?		
10.	<b>Connection:</b> Can <b>protected areas</b> be accessed at all times or when necessary?		
	Total	? of 50	Key: 0(none) 1(faint) 2(weak) 3(fair) 4(good) 5(strong)

**Why do a FlowPack:** Make your content, features and functions more marketable.

**What's in a FlowPack:** Walkthrough and Brainstorm of Site/Software, Task Flow Analysis, Heuristic Evaluation, Visuals, Recommendations and Next Steps.