

Heuristic Review

What is it?

Heuristics are just rules of thumb – established guidelines against which a site or application can be evaluated quickly. A heuristic review is therefore a quick analysis of potential problem areas, resulting in high-level recommendations for ways to improve the site or service.

(Note that a heuristic review isn't a replacement for full-scale user interface design. The UI works best when it is based on a cohesive design that has been fully thought-out, reviewed, and tested.

Who uses it?

Product Owners can use a heuristic review to identify quick, high impact improvements to a product (low hanging fruit!).

Business Stakeholders can use a heuristic review to scope and justify larger, more resource-intensive efforts (e.g., fill out a WID).

For **Developers**, heuristic reviews can function as interaction design patterns – or guidelines that can be reused from project-to-project as UI best practices.

How It Works

- 1. Start whenever!** It helps if there has been some discussion about a need for improvements, but a heuristic review can usually uncover unexpected improvements in any product.
- 2. A UI designer will spend a few hours working with the site,** reviewing workflow, page structure, control interactions, and navigation, naming, and visual consistency.
- 3. The resulting document will record deviations from recognized standards** and explain how a standard can be correctly applied. It will include areas to focus on for quick fixes, as well as recommendations for future improvements.

Getting Started

Check out samples from previous projects at [\[url\]](#) or contact [\[name and number\]](#) to get started.

