

The following heuristics are used during a heuristic evaluation:

Be proactive in anticipating user needs and preferences

Flexibility and efficiency (2)

Principle of Tailoring: Info will be more persuasive if it is tailored to individual (3)

Principle of Suggestion: offer suggestions at opportune moments (3)

Principle of Self-Monitoring: elimination of tedious tracking help people achieve goals (3)

Let data scream (1)

Aesthetic and minimalist design (2)

Grid it (1)

Type less + less type (1)

Consistency and standards (2)

Speak my sign (1)

Match between the system and the real world (2)

Date your users (1)

User control and freedom (2)

Repeat customers ROCK (1)

Help and Documentation (2)

What interface? (1)

Recognition rather than recall (2)

Get physical (1)

Flexibility and efficiency (2)

Principle of Reduction: reduce complex behavior to simple tasks (3)

Visibility of system status (2)

Error prevention (2)

Help users recognize, diagnose, and recover from errors (2)

Principle of Tunneling: guides users through a process or experience (3)

Principle of Surveillance: use technology to observe others' behavior to increase the chance of a desired outcome (3)

Principle of Conditioning: use positive reinforcement to shape behavior (3)

1) mHIMSS: Selecting a Mobile App: Evaluating the Usability of Medical Applications

<http://www.mhimss.org/resource/selecting-mobile-app-evaluating-usability-medical-applications>

2) Jakob Nielsen: Ten Usability Heuristics

http://www.useit.com/papers/heuristic/heuristic_list.html

3) BJ Fogg: Persuasive Technology: Using Computers to Change What We Think and Do