

How to Apply the USE Scorecard to Evaluate Mobile UX

Heuristics are general rules of thumb or guidelines. Heuristic evaluation is the process of evaluating your interfaces against heuristics to **check for some common, known interface design issues**.

Researchers around the globe, such as Jakob Nielsen, Ben Shneiderman, Nadav Savio and Jared Braiterman have proposed different sets of heuristics. **Frank Spillers** and **Experience Dynamics** have developed the USE scorecard keeping in view the unique challenges and contexts in which people use **mobile devices**.

Run through each section of the scorecard (Usable, Satisfying and Easy) and determine how much you agree with each statement. Assign a number using the following scale:

+ 2 : Completely agree
+ 1 : Somewhat agree
0 : Neither agree nor disagree
– 1 : Somewhat disagree
– 2 : Completely disagree

Add up the numbers to get the scores for each section. Interpret the scores as follows:

6–8 : Excellent
3–5 : Good
0–2 : Problem
< 0 : Major Flaw

Start Learning Today:
interaction-design.org

Creative Commons BY-SA license: You are free to edit and redistribute this template, even for commercial use, **as long as you give credit to the Interaction Design Foundation**. Also, if you remix, transform, or build upon this template, you must distribute it under the same CC BY-SA license.

INTERACTION DESIGN FOUNDATION
Est. 2002

To make the most of the scorecard, **evaluate your features as a team**. You might find that team members can have different opinions regarding each of the statements. Instead of trying to come to a consensus on one score, discuss the differences in scores—you might be surprised at the insights that spring from such discussions!

Start Learning Today:
interaction-design.org

Creative Commons BY-SA license: You are free to edit and redistribute this template, even for commercial use, **as long as you give credit to the Interaction Design Foundation**. Also, if you remix, transform, or build upon this template, you must distribute it under the same CC BY-SA license.

INTERACTION DESIGN FOUNDATION
Est. 2002

The USE Scorecard

Date: **Evaluator Name:**

Product Name: **Version Name/Number:**

Feature/Functionality:

Usable (**Context:** Harmonize with user's contexts of use)

The feature adapts to user goals in the intended contexts of use.	
The feature sustains the stress of the setting.	
The feature syncs with the user's VAK limitations (Visual, Auditory, Kinesthetic).	
The user will be able to operate the feature in varying attention deficit or alerted states.	
Total	

Satisfying (**Error:** Prevent, cushion and reverse user errors)

The feature prevents users from making errors whenever possible.	
The feature provides a cushion when a potentially serious error is about to be made.	
Icons and visual elements (hard/soft keys) require no interpretation past a few seconds.	
The user is able to easily reverse or continue their task without any problem-solving.	
Total	

Easy (**Interaction:** Build intuitiveness by removing understanding)

The feature requires no interpretation—it will offer an affordance for use.	
The user can easily find what to do next.	
The feature requires no understanding, knowledge or any prior background or information.	
The user can perform tasks successfully without help, training or discovery time.	
Total	

Start Learning Today:
interaction-design.org

Creative Commons BY-SA license: You are free to edit and redistribute this template, even for commercial use, **as long as you give credit to the Interaction Design Foundation**. Also, if you remix, transform, or build upon this template, you must distribute it under the same CC BY-SA license.

Do You Want to Learn More?

Learn how to use this template to your best advantage in our online course **Mobile UX Design: The Beginner's Guide**. If you haven't already, sign up for it today and learn how to create and improve your UX portfolio.

Mobile UX Design: The Beginner's Guide

Beginner Course

Mobile is everywhere—over 80% of the world's population owns a smartphone and over half of the globe's internet traffic comes from mobile.

The user experience is different on mobile—a user's comprehension drops by 50% when they move from desktop to mobile. To overcome this, your content, visual design, navigation, etc. needs to be twice as intuitive. That's where you come in.

Mobile UX design skills are now an essential part of any UX designer's skill set. **Mobile UX Design: The Beginner's Guide** will provide you with the foundations of mobile UX so that you can break into this extensive market.

You'll learn to use a **human-centered approach** to design mobile experiences and identify appropriate applications for **responsive** and **adaptive** design approaches. You'll also master how to critically analyze designs for **inclusivity** and apply research-based guidelines and **heuristics** to evaluate mobile interfaces.

You earn a verifiable and industry-trusted Course Certificate once you've completed the course. You can highlight it on your resume, your LinkedIn profile or your website.

Learn more about this course >

Start Learning Today:
interaction-design.org

Creative Commons BY-SA license: You are free to edit and redistribute this template, even for commercial use, **as long as you give credit to the Interaction Design Foundation**. Also, if you remix, transform, or build upon this template, you must distribute it under the same CC BY-SA license.

How to Advance Your Career With Our Online Courses



Take Online Courses by Industry Experts.

Lessons are self-paced so you'll never be late for class or miss a deadline.



Get a Course Certificate.

Your answers are graded by experts, not machines. Get an industry-recognized Course Certificate to prove your skills.



Advance Your Career.

Use your new skills in your existing job or to get a new job in UX design. Get help from our community.

See all our courses >

About the Interaction Design Foundation

With over 120,000 alumni, the Interaction Design Foundation is the **biggest design school globally**. Industry leaders such as IBM and Adobe train their teams with our courses, and universities such as MIT and the University of Cambridge include our courses in their curricula. Our online courses are taught by industry experts and cover the entire spectrum of UX design from beginner to advanced. We give you industry-recognized course certificates to advance your career. Since 2002, we've put together the world's biggest and most **authoritative library** of open-source UX Design literature created by such noted authors as Don Norman and Clayton Christensen.

INTERACTION DESIGN FOUNDATION

Start Learning Today:
interaction-design.org

Creative Commons BY-SA license: You are free to edit and redistribute this template, even for commercial use, **as long as you give credit to the Interaction Design Foundation**. Also, if you remix, transform, or build upon this template, you must distribute it under the same CC BY-SA license.