Rules	Usability Factor 1	Usability Factor 2	Usability Factor 3
Nielsen, J. (1995). 10 Usability Heuristics. *Alertbox: current issues in Web usability*. URL: http://www.nngroup.com/articles/ten-usability-heuristics/, accessed March 22, 2013.			
1) Match between system and the real world	Understandability		
2) Consistency and Standards	Understandability		
3) Aesthetic and minimalist design	Aesthetics		
Fadeev, D. (2009). 10 Useful Usability Findings and Guidelines. URL: http://uxdesign. smashingmaga-zine.com/2009/09/24/10-useful-usability-findings-and-guidelines/, accessed March 22, 2013.			
4) Quality of Design is an Indicator of Credibility	Aesthetics		
5) Most Users Do Not Scroll	Information density	Accessibility	
6) White Space Improves Comprehension → good use of white space increases comprehension by almost 20%	Understandability		
7) Informative Product Pages Help You Stand Out	Informativeness		
8) Most Users are Blind to Advertising → they'll avoid anything that looks like an ad, even if it's not an ad	Distraction		
Mandel, T (1997). *The Elements of User Interface Design,* chapter 5. Hoboken, NJ: John Wiley & Sons.			
9) Reduce Users' Memory Load → promote visual clarity	Aesthetics		
10) Reduce Users' Memory Load → user real-world metaphors	Understandability		
11) Make the Interface Consistent → Provide aesthetic appeal and integrity	Aesthetics		
Tognazzini, B. (2003). First Principles of Interaction Design. URL: http://www.asktog.com/basics/ firstPrinciples.html, accessed March 22, 2013.			
12) Anticipation → bring to the user all the information and tools needed for each step of the process	Informativeness		
13) Efficiency of the User → […] good writing pays off big in comprehension and efficiency	Understandability		
14) Fitts' Law → the time to acquire a target is a function of the distance to and size of the target	Accessibility		
15) Latency Reduction	Information density	Accessibility	
16) Readability	Readability		
Goldstein, D. (2012). Beyond Usability Testing. *A List Apart*, 357. URL: http://alistapart.com/article/ beyond-usability-testing, accessed March 22, 2013.			
17) Appearance: The appeal and effectiveness of the site's look & feel, from major layout features to small typographical details	Aesthetics	Readability	
18) Content: The quality & strategic significance of the site's content	Informativeness	Understandability	
Travis, D. (2009). 247 web usability guidelines. URL: http://www.userfocus.co.uk/resources/ guide-lines.html, accessed March 21, 2013.			
19) The site is free from irrelevant, unnecessary and distracting information	Distraction	Informativeness	
20) The site requires minimal scrolling and clicking	Information density	Accessibility	
21) Typing (e.g., during purchase) is kept to an absolute minimum	Distraction		
22) Important calls to action, like „Add to basket", are highly visible	Understandability	Aesthetics	
23) The site avoids advertisements, especially pop-ups	Distraction		
24) The site has compelling & unique content	Informativeness		
25) Pages are quick to scan, with ample headings & sub-headings & short paragraphs	Readability	Information density	Understandability
26) The screen density is appropriate for the target users & their tasks	Understandability	Aesthetics	Information density
27) The site can be used without scrolling horizontally	Aesthetics		

28) Fonts are readable	Readability		
29) There is a good balance between information density & use of white space	Information density	Readability	
30) The site is pleasant to look at	Aesthetics		
31) Attention-attracting features (such as animation, bold colors and size differentials) are used sparingly and only where relevant	Distraction		
32) Search results are clear, useful and ranked by relevance	Informativeness	Understandability	