

The (New) Golden Rules of Web Design

I. Place Users in Control of the Interface	
Golden Rule	Keyword
1. Use modes judiciously	Modeless
2. Allow users to use either the keyboard or mouse	Flexible
3. Allow users to change focus	Interruptible
4. Display descriptive messages and text	Helpful
5. Provide immediate and reversible actions, and feedback	Forgiving
6. Provide meaningful paths and exits	Navigable
7. Accommodate users with different abilities and skill levels	Accessible
8. Make the user interface transparent	Facilitative
9. Allow users to customize the interface	Preferences
10. Allow users to directly manipulate interface objects	Interactive

II. Reduce Users' Memory Load	
Golden Rule	Keyword
1. Relieve short-term memory	Remember
2. Rely on recognition, not recall	Recognition
3. Provide visual cues	Inform
4. Provide defaults, undo, and redo	Forgiving
5. Provide interface shortcuts	Frequency
6. Promote an object-action syntax	Intuitive
7. Use real-world metaphors	Transfer
8. Use progressive disclosure	Context
9. Promote visual clarity	Organize

III. Make the User Interface Consistent	
Golden Rule	Keyword
1. Sustain the context of users' tasks	Continuity
2. Maintain consistency within and across products	Experience
3. Keep interaction results the same	Expectation
4. Provide aesthetic appeal and integrity	Attitude
5. Encourage exploration	Predictable