

Golden Rules Web Design Checklist

Website: _____

Page: _____

Date: _____

II. Reduce Users' Memory Load			
Golden Rule	Keyword	UI Elements	Notes
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		