

## Evaluation Heuristics

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The SFCAT heuristic model is a set of qualitative guidelines by which to assess site usability, efficacy, and desirability. This model was developed at Hot Studio SF.

**S** Do you have the right **Stuff**?  
**Content and functionality**

Are you offering correct information and relevant/desirable functionality for your target customers?

**F** Can people **Find** it?  
**Structure and navigation**

Do content categories and navigation support user wayfinding? Do users have a clear idea of where they are, and how to find other information?

**C** Is it communicated **Clearly**?  
**Information design, writing and visuals:**

Does the nomenclature speak the user's language? Is the user offered relevant information at decision points? Is your brand leaving an effective impression?

**A** Is it **Actionable**?  
**Paths and calls to action**

Are users offered relevant actions to support their mental model of the task at hand? Are the user taskflows delineated with clear feedback and options for progress, success, and error?

**T** How does it all come **Together**?  
**Usefulness, usability, and desirability**

Can users gracefully complete their desired tasks with high satisfaction and low effort? Have you missed or met user engagement and/or upsell opportunities? How well does the overall experience speak to your brand values? Is your customer's emotional takeaway a positive brand experience?