

Heuristics Game

This is a little game that you can play to strengthen your Heuristics identification, explanation, and evaluation skills.

Step 1

Your first step is to pick a random website.

[This](#) is a random brand generator that will give you a number of random companies a quick search should show you their website.

Your teacher may also give you some random websites.

Step 2

Next you need to select three Heuristics at random. One way of doing this is by rolling dice. All the heuristics we have studied are in this table:

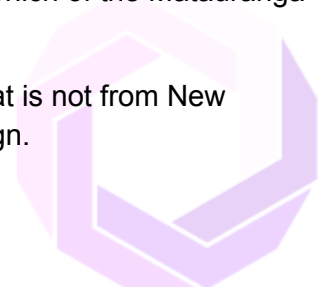
- | | |
|--------------------------------------|----------------------|
| 1. Visibility of System Status | 11. Mātauranga Māori |
| 2. Match between System & Real World | 1. Manaakitanga |
| 3. User Control & Freedom | 2. Rangatiratanga |
| 4. Consistency & Standards | 3. Whanaungatanga |
| 1. Internal | 4. Kaitiakitanga |
| 2. External | 12. Accessibility |
| 5. Error Prevention | 1. Motor |
| 6. Recognition over Recall | 2. Cognitive |
| 7. Flexibility & Efficiency | 3. Vision |
| 8. Aesthetic & Minimalist Design | 4. Hearing |
| 9. Help with Errors | 5. Speech |
| 10. Help & Documentation | 6. General |

If you roll a 12 sided dice this gives you a random heuristic then if you select one with sub categories you roll the corresponding dice. For Consistency and Standards you can flip a coin, heads for 1, tails for 2.

For example if you roll an 11 you would then roll a 4 sided dice for which of the Mātauranga Māori concepts you need to find.

Do not be discouraged if you get Mātauranga Māori for a website that is not from New Zealand. These concepts should be universal for good website design.

Google has a convenient dice roller you can use for this [here](#)



Step 3

Random Website

Weir Group
<https://www.global.weir/>
 United Kingdom, Industrial products & services

Random Heuristic 1

Roll dice



12



2

Total **14**

4

6

8

10

12

20

±

Roll

12 - Accessibility, 2 - Cognitive

Now look at the website and **identify, explain, and evaluate** how well it uses this heuristic. Remember: a website can use a heuristic **well or poorly**. A screenshot may help support your answer.

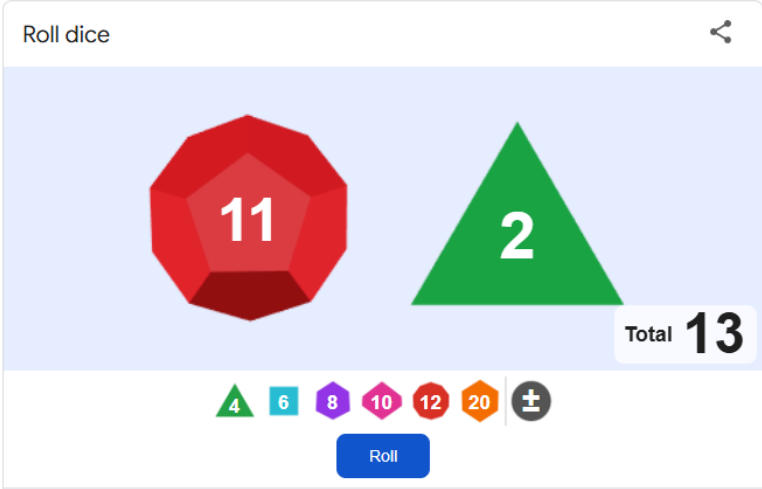
Identify	View All News  Corporate 05/12/2025 Capital Markets event 2025 Explore all the presentations and videos from our 2025 Capital Markets event on software strategy and value creation opportunities.  Corporate 12/12/2025 Weir to acquire ESEL Weir has entered into a binding agreement to acquire the remaining 50% share of its Chile-based joint venture ESCO Elecmetal Fundición Limitada ("ESEL"), a manufacturer of high-quality ground engaging tools.  Sustainability 17/12/2025 The circle: scale up and clean up How can mining deliver the metals we need for a low-carbon future – while reducing its footprint? Discover how innovation, collaboration and systems thinking are reshaping mining for people and planet.
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The Weir Group website uses **complex language and dense information**, which can make it difficult for some users to understand.



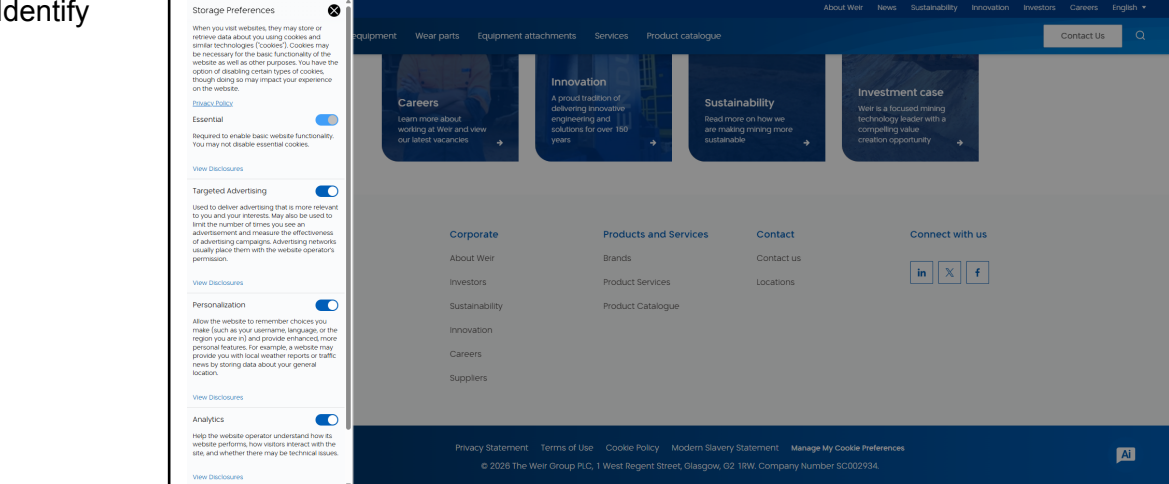
Explain	Much of the content on the Weir Group website is written for professionals and includes technical terms, long paragraphs, and detailed explanations. For users with cognitive difficulties, limited background knowledge, or lower reading confidence, this can increase mental effort and make it harder to process information or find what they are looking for.
Exaluate	This is not very effective for cognitive accessibility. While the site works well for expert users, it could be improved by using simpler language, clearer headings, shorter paragraphs, and summary sections.

Random Heuristic 2



11 - Mātauranga Māori, 2 - Rangatiratanga

Now look at the website and identify, explain, and evaluate how effectively it uses this heuristic. A screenshot may be useful.

Identify	 The website includes a “Manage My Cookie Preferences” button, which allows users to choose what data they are willing to share.
Explain	Rangatiratanga is about control, choice, and self-determination. By



	allowing users to manage their cookie preferences, the website gives them control over their own data instead of deciding for them. Users can choose which cookies to accept or reject, which respects their right to make informed decisions about how the system interacts with them.
Exaluate	This is an effective use of Rangatiratanga because it empowers users rather than forcing them to accept tracking by default. However, the feature could be improved if the language was clearer and less technical, as some users may not fully understand what each cookie option means. Simplifying the explanations would strengthen Rangatiratanga by ensuring users are truly informed when making their choices.

Random Heuristic 3

Roll dice

7

Total 7

4 6 8 10 12 20 ±

Roll

7 - Flexibility & Efficiency of Use

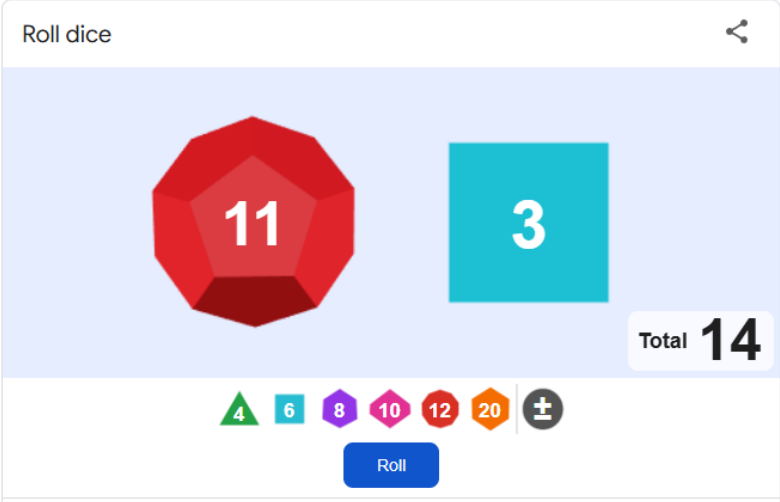
Now look at the website and identify, explain, and evaluate how effectively it uses this heuristic. A screenshot may be useful.

Identify	The products catalogue page on the website shows a long list of products but offers only limited filters or options to refine or sort them.
Explain	The Flexibility & Efficiency of Use heuristic means a system should let



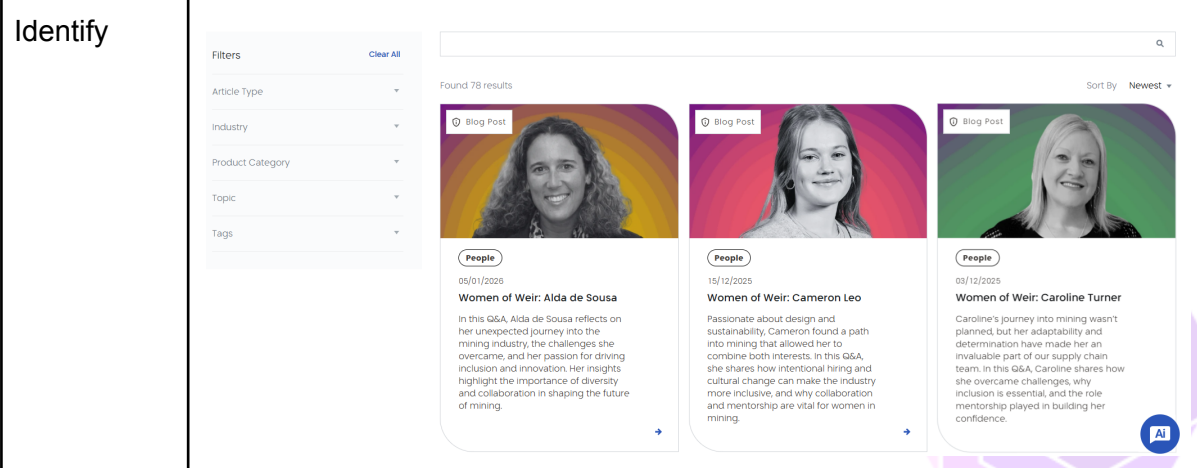
	users complete tasks quickly and in ways that suit their needs — especially when dealing with large lists or choices. On this page, users who want to find a specific product or compare similar ones must scroll through many items one by one. Because there are few filtering tools or options to narrow down the results, users spend more time and effort than necessary.
Evaluate	This is not very effective because it slows users down and forces them to do a lot of manual searching. It is neither flexible (no different ways to narrow down items) nor efficient (takes many steps to find information). The site could improve this by adding real filters (e.g., by product type, industry, or application) and sorting options (e.g., alphabetical or most relevant). These changes would help both new and experienced users find what they need more quickly and flexibly.

Random Heuristic 4



11 - Mātauranga Māori, 3 - Whanaungatanga

Now look at the website and identify, explain, and evaluate how effectively it uses this heuristic. A screenshot may be useful.




	The Weir Group website includes a series of articles called “ Women of Weir ” in the <i>Our Stories</i> section, which highlights women working in a traditionally male-dominated industry.
Explain	Whanaungatanga is about relationships, belonging, and strengthening connections between people . By sharing personal stories of women working at Weir, the website focuses on people rather than just products or profits. These stories help build a sense of community and show that different voices and experiences are valued, which can help readers feel more connected to the organisation.
Evaluate	This is an effective use of Whanaungatanga because it actively works to include and uplift a group that is often under-represented in engineering. It helps create a sense of belonging and shared identity , rather than presenting the company as impersonal or purely technical. However, Whanaungatanga could be strengthened further by also including stories from a wider range of people, such as different cultures, regions, or community partners, to build even broader connections.

Step 4 for Fast Finishers

This exercise can be repeated over and over to hone your skills. Feel free to copy this block and repeat it as many times as you like.

Random Website

Nature Addicts
<https://www.na-natureaddicts.com/en/>
 France, Food and Beverage

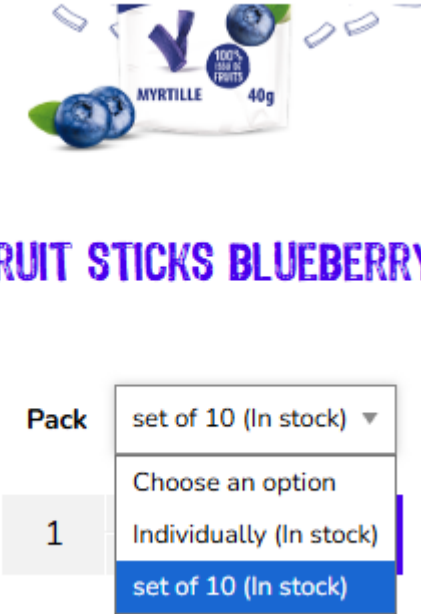
Random Heuristic

Now look at the website and identify, explain, and evaluate how effectively it uses this heuristic. A screenshot may be useful.



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www.techquity.co.nz

Identify	 On the product page, the website uses a drop-down menu for selecting the pack size (e.g. “Individually” or “Set of 10”).
Explain	The Error Prevention heuristic means designing the system so users cannot easily make mistakes. By using a drop-down menu instead of a free-text box, the website prevents users from entering invalid options, such as typing the wrong pack size or an unavailable quantity. The system only allows valid choices.
Evaluate	This is an effective use of error prevention because it reduces the chance of user mistakes before they happen. It makes the ordering process faster and less frustrating, especially for new users. This also benefits the business by reducing incorrect orders and customer support issues.

