Table 2

Monkman Heuristics

Heuristic	Description
1. Immediately inform users of purpose and engage users; avoid registration.	Identify the purpose and audience on the home screen page. If unavoidable, make registration and logging in simple and obvious.
2. Use complementary interaction methods.	Make use of alternative inputs (e.g., touch screen, barcode scanning, voice commands) and outputs (e.g., audio recordings, videos, text-to-speech engines).
3. Leverage interactivity.	Offer interactive tools (e.g., quizzes, questionnaires, glossaries, tutorials) to engage with the information and provide performance feedback. Allow users to share information (e.g., print, e-mail) with others.
4. Provide accurate, colloquial, comprehensive, succinct content.	Written information should be brief, relevant, and in user's vernacular.
5. Provide tailored, flexible, layered content.	Prioritize information according to importance. If possible, personalize information. Provide succinct summaries, but allow users to access more detailed information. Offer content in multiple languages.
6. Use visuals to complement text, but avoid tables.	Visuals (e.g., pictures, videos, animations) may enhance written information. If unavoidable, tables should be designed as independent, simplistic representations of information.
7. Simplistic, consistent navigation.	Keep users oriented. Use linear navigation to facilitate forward and backward movement. Use large buttons, clearly label links, and provide a search engine.
8. Simplistic, consistent displays.	Avoid on-screen complexity. Avoid the need for scrolling by limiting information on a page/screen.
9. Clear and comprehensive communication of risks.	Describe risk terminology in a way users will understand. Use 100 as upper limit on bar graphs. Avoid logarithmic scales.
10. Clear depiction of monitoring data and/or test results.	Emphasize values outside acceptable ranges. Facilitate pattern recognition and rapid identification of influential factors.
11. Considerations for mobile devices.	Allow users to adjust the display size using familiar input (e.g., pinch to zoom, turning to landscape orientation). Use appropriately sized interface elements. Limit the amount of information displayed.

Source: Monkman, H., J. Griffith, and A. W. Kushniruk. "Evidence-based Heuristics for Evaluating Demands on eHealth Literacy and Usability in a Mobile Consumer Health Application." *Studies in Health Technology and Informatics* 216 (2015): 358–62.