Ten Emotion Heuristics
Evaluating the affective dimension

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Ten guidelines for efficiently, easily and cost-effectively assessing the users' affective state, by evaluating their expressive reactions during an interface evaluation process. The evaluation of this dimension complements the analysis of the objective and quantitative data gathered through usability tests and the subjective feedback provided through post-test questionnaires.
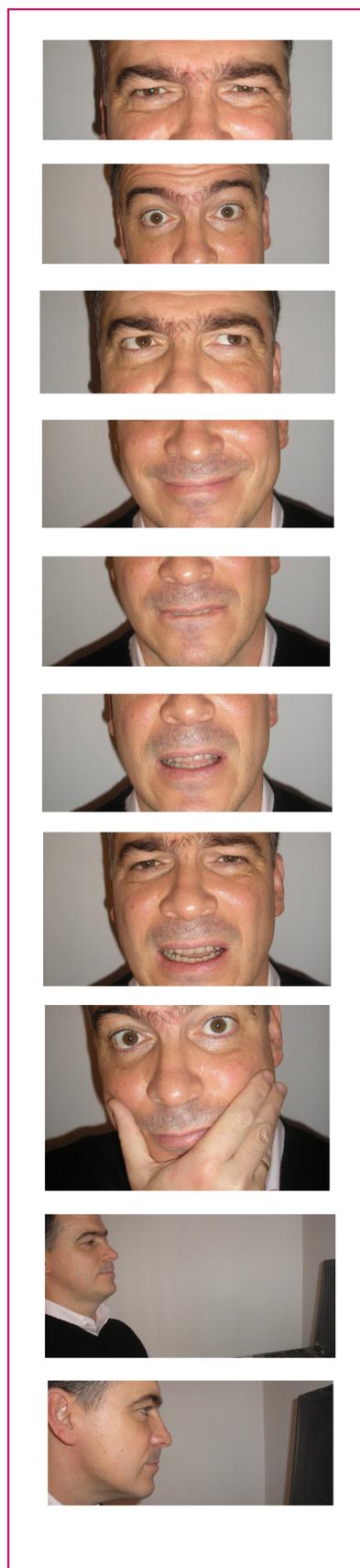
Frowning
The user should always keep a relaxed facial expression without a frown, which is a sign of a necessity to concentrate, of perceived lack of clarity.

Brow Raising
A user raising the brows is showing a sign of intensity or uncertainty.

Gazing Away
The gazing away cue may be perceived as a sign of deception. It needs to be analyzed together with the test's other objective measures (time, errors, etc.).

Smiling
A smile, or elevation of the cheeks, is a sign of satisfaction. The user may have encountered an element of joy during the evaluation process.

Compressing the Lips
Seeing the user compress his or her lips should be perceived as a sign of frustration and confusion.

Moving the Mouth
If the user is seen mouth gesturing or speaking to himself / herself, this is associated with a sign of being lost and uncertainty.

Expressing Vocally
Vocal expressions such as sighs, gasps, coughs, as well as the volume of the expression, the tone or quality of the expression may be signs of frustration or deception.

Hand Touching the Face
Elevating the hand that is placed on the mouse to the face is a sign of confusion and uncertainty, generally a sign of the user being lost or tired.

Drawing Back on the Chair
The user may be experiencing negative or refusing emotions.

Leaning Forward the Trunk
Leaning forward and showing a sunken chest may be a sign of depression and frustration with the task at hand.

Add a third source of data to your usability tests analysis'

The ten heuristics focus on the user's instantaneous emotional reactions

The performance and navigation data provides objective data

The a posteriori self-assessment provides the user's perception of his/her emotional state

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