**Important terms**

* UX: User Experience
* Heuristics- A heuristic technique, or a heuristic, is any approach to problem solving or self-discovery that employs a practical method that is not guaranteed to be optimal, perfect, or rational, but is nevertheless sufficient for reaching an immediate, short-term goal or approximation. Check <https://en.wikipedia.org/wiki/Heuristic>
* Empirical methods
* Bias- inclination or prejudice for or against one person or group, especially in a way considered to be unfair. Check <https://en.wikipedia.org/wiki/Cognitive_bias>

**Further Reading**

* More information about heuristic evaluation is provided at [www.nngroup.com/articles/ux-expert-reviews/](http://www.nngroup.com/articles/ux-expert-reviews/)
* This site shows how a researcher, Wendy Bravo, used heuristics to evaluate two travel websites, Travelocity and Expedia:[https://medium.com/@WendyBravo/heuristic-evaluation-of-two-travel-websites-13f830cf0111](https://medium.com/%40WendyBravo/heuristic-evaluation-of-two-travel-websites-13f830cf0111)
* Check out this link for the Dalrymple cognitive walk-through to create a Spotify playlist: <https://medium.com/user-research/cognitive-walk-throughs-b84c4f0a14d4>
* A discussion of the value of the cognitive walk-through method for evaluating various devices can be found at www.userfocus.co.uk/articles/cogwalk.html
* For an overview of walk-throughs and an example of a cognitive walk-through of

iTunes, see the following site: <http://team17-cs3240.blogspot.com/2012/03/cognitive-walkthrough-and-pluralistic.html>





 