1 Visibility *of* System Status

Definition The design should **always keep users informed** about what is going on, through appropriate feedback within a reasonable amount of time.

Knowing what the current system status is can help users learn the outcome of their prior interactions and determine next steps.

Predictible interactions create trust in the product as well as the brand.

✎ **Tip:** Communicate *clearly* to users what the system's state is — no action with consequences to users should be taken without informing them.

✎ **Tip:** Present feedback to the user as *quickly* as possible.

✎ **Tip:** Build *trust* through open and continuous communication.

① *"You Are Here" maps*
Interactive mall maps have to show people where they currently are, to help them understand where to go next.

② *Checkout flow*
Multistep processes show users which steps they've completed, they're currently working on, and what comes next.

③ *Phone tap*
Touchscreen UIs need to reassure users that their taps have an effect — often through visual change or haptic feedback.