FEW HICCUPS – Different ways of explaining bugs (in plain English)

"Familiar" Common: I will look for common problems that we know about this product first, because of its history. We don't expect them to happen. But if they do it's probably a bug

Explain-ability: I expect a product to make sense; we can understand what it's doing. If we can't explain it, there's probably a bug.

World: We expect the product to be consistent with things that we know about or can observe in the world.

History: I expect functions of new versions of products to act the same way as the older versions did. If not it's probably a bug.

Image: Every company has an image, if this product doesn't fit that image; we say it's probably a bug.
E.g. If a company makes cool, hip products and everyone knows it and it comes out boring; people will say it's a problem (a bug).

Comparing Products: I expect products to work in a similar way to similar types of products (e.g. different brands), if not it's probably a bug. *E.g. Microsoft Excel and Apple Numbers, both are spreadsheets, both should add up numbers, have grids, etc.*

Claims: I expect a product to do what it's says it's going to do. If not it's probably a bug
e.g. what it's brochure says, what advertises, it's manuals or what the company reps say about it.

User Desires: The product does what it's designed to do. But, I think we have to consider what users reasonably want of a product, if the product doesn't give them that, we might consider the product flawed. **E.g**. *iTunes some people have to buy an application to move single songs from iTunes to iPhone, they desire to use iTunes only to do that.*

Product: If a feature does a certain thing in one part of a product, we expect the feature to do the same thing in another part of the same product.

Purpose: We expect the system to work as its apparent purpose.

Statutes: Anything that breaks laws or regulations is a problem
e.g. Android App store requires you not to racist content, can't encourage violence etc.

This is Michael Bolton's "consistency heuristics" or FEWHICCUPS put into common everyday language.