

Basic Tool

UX Checklist

The UX Checklist helps you assessing existing products or designs to spot usability issues and improve overall User Experience. This checklist can help you when running a UX Audit.



USE THIS METHOD / TECHNIQUE TO
spot usability issues.

THIS IS WHY YOU NEED IT
To make sure you did not forget anything.

USER EXPERIENCE

- Personalized features: currency, language, country, taxes, delivery options are changed on user's location or web browser preferences.
- Registering provides value to users: A button called 'Free trial' communicates a clear benefit, but 'Register' doesn't.
- Transparent pricing: prices are clearly displayed, you can have an easy overview of the different features in different tariffs, there are no hidden costs.
- Sample content: there is a sample of the newsletter next to the newsletter sign up form.
- Website is credible: credible references, credentions, contact details, images of real people are displayed.
- Uncluttered product and service information: Information is scannable, images can be enlarged or zoomed in on for more detailed viewing.

HOMEPAGE

- Clear call for action: users know what to do next and why it benefits them. They understand the value proposition of the site
- First impression: the homepage creates a positive first impression and supports conversion
- Logged in user's name is displayed on the site: Hello Jack, Welcome mr. Smith
- Major changes to the site, product or service are announced on the homepage: for example changes in the delivery policy or website downtimes / maintenance on banking apps
- Company location and contact information is easily accessible from the Homepage
- There is a privacy policy, in case the site gathers information of users
- Images are relevant and meaningful, no unrelated stock photo's or models, there are high quality pictures of the product or service
- Site URL works with or without www



ACCESSIBILITY

- Alt attributes are provided for non-text elements, such as images, maps, sounds and video.
- Color alone is not used to convey information.
- Content is readable without a style sheet.
- Flash is avoided.
- Links buttons and checkboxes are easily clickable, a user can select a checkbox by clicking the text, not just the checkbox.
- There is a site description in the window title, which is easily understandable as a bookmark.

NAVIGATION

- Important links aren't placed in moving features, for example auto-rotating carousels.
- Alphabetical A-Z sorting is avoided, it is used only when there are no better alternatives such as grouping items into related groups.
- User know where they are on the site, by using breadcrumbs.
- Navigation is consistent on every page.
- Browser's 'back' button is not disabled.
- Links are descriptive, hover effects are used on navigation links, and the titles clearly explains where the call to action leads to. No 'click here' links.
- Site's URL is memorable.

SEARCH

- There is a search bare, in case of a large website.
- Search is available on every page, not just the homepage.
- Search box is wide enough, so that users can see what they've typed.
- Search is a form where users can type search words immediately, not a link.

LINKS

- Important call to actions are displayed as buttons, not links.
- Links don't open a new browser tab or window, unless it is a .pdf file.
- Links are easily recognizable. They look clickable. Text that is not clickable should not be underlined.
- Color, visited links color is different than unvisited.
- There are no broken links, do a check with a link checker.



LAYOUT

- Important content is displayed first.
- Site is responsive.
- Related information is grouped together clearly.
- there are minimum amount of pop-up windows.
- Consistency. Page layouts are consistent across the whole website.
- Pages aren't cluttered, there is enough white space to support scanning.

PROCESS

- Issue tracking, usability and user experience issues are tracked in an issue tracker.
- User testing testing with target users is done at different stages of the project.
- Prioritizing, changes are prioritized based on their importance.
- Impact analysis of changes, changes might be expensive and time consuming. Therefore it's important to analyze the impact.
- ROI of changes, website is evaluated before and after making changes.

FORMS

- Simplicity, only the absolutely necessary questions are asked in forms.
- Long dropdown menus are avoided, instead users can input text.
- Inputting data is flexible, for example with phone numbers or birth dates.
- Fields are labeled with common terms: name, address.
- Autofill is enabled.
- Fields contain sample answers, which help users to input information.
- Where needed a tooltip is provided.
- Form submission is confirmed on a confirmation page.
- Error messages are shown next to the input field, not just on the top or button of the page.

CONTENT

- Contrast, there is adequate contrast between the text and background.
- Content is scannable, by using short paragraphs, descriptive headings, lists, fat keywords.
- Content is written with common language that users easily understand.
- Content is useful and up-to-date, providing answers to the most common questions asked by users. there are no long instructions or 'welcome to our website' text.
- Use of uppercase letters in prose text is avoided.