

Web Usability Checklist

✓ Catch common usability problems before user testing

User Experience

- Registering provides value to users. Unnecessary registration is avoided.
- Website is credible. Credible references, credentials, contact information, location, and images of real people are displayed on the website.
- Website is professionally designed and up-to-date.
- Sample content. For example there is a sample newsletter next to a newsletter sign up form.
- Personalized features. Currency, language, country specific deals, taxes, or delivery options are changed based on user's location. IP-based geolocation is not enabled without user's permission.
- Transparent pricing. Prices are clearly displayed. There are no hidden costs or surprises in the terms.
- Uncluttered product and service information. Information is scannable and images can be enlarged or zoomed in on for more detailed viewing.
- Onboarding experiences are avoided by making the app intuitive and easy to use. In case onboarding is used, it is easy to dismiss or skip.

Homepage

- Clear call for action. Users know what to do next and why it benefits them. They understand the value proposition and purpose 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.
- Major changes to the site are announced on the homepage. For example website downtimes.
- Company location and contact information is easily accessible from the homepage.
- There is a privacy policy, and terms & conditions.
- Images and videos are relevant and meaningful. No unrelated stock photos of models. There are high-quality screenshots, videos or photos of the products and services.

Accessibility

- Website follows the web content accessibility guidelines (WCAG).
- Alt attributes are provided for non-text elements, such as images and maps. Captions and transcriptions are used for audio and video.
- Color alone is not used to convey information.
- Content is readable without a style sheet.
- Accessible navigation. Site can be navigated with a keyboard, without using a mouse. Browser's keyboard shortcuts aren't overridden.
- Links, buttons and checkboxes are easily clickable, for example a user can select a checkbox by clicking the text, not just the checkbox.

Navigation

- Important links aren't placed in moving features, for example auto-rotating carousels and accordions.
- Alphabetical sorting is used only when there are no better alternatives, such as grouping items into descriptive, related groups.
- Navigation is consistent on every page.
- Links are descriptive. There are no "click here" links.
- There is a site description in the window title, which is easily understandable as a bookmark.
- Site's URL is memorable.

Search

- There is a search bar, 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.

Links

- Important commands are displayed as buttons, not links. For example "Buy" or "Pay" is a button, not a link.
- Links are easily recognizable. They look clickable. Items that aren't links don't look clickable, for example underlining text is avoided.
- Color. Visited links color is different than unvisited.
- There are no broken links.

Layout

- Important content is displayed first.
- Site is responsive. Works with different screen sizes. There is no horizontal scrolling. Website is optimized for mobile users.
- Related information is grouped together clearly.
- There are a minimum amount of pop-up windows.
- Pages aren't cluttered. There is enough white space to support scanning.

Errors

- Error pages. Site has custom 404 and 5xx error pages.
- Site has a valid SSL certificate.
- User testing. Testing with target users is done at different stages of the project. People who weren't involved in developing the site conduct testing.
- Browser compatibility. Site works in various browsers.

Forms

- Simplicity. Only absolutely necessary questions are asked in forms.
- Long dropdown menus are avoided. Instead users can input text, which is validated on the backend.
- Fields are labeled with common terms, e.g. Name, Address (supports autofill).
- Form submission is confirmed on e.g. a confirmation page.
- Error messages are shown next to the input field, not just on top of the page.

Content

- Contrast. There is adequate contrast between the text and background.
- Content is scannable. There are short paragraphs, descriptive headings, lists and images. Visual content is used when appropriate, instead of large amounts of text.
- Content is written with common language that users easily understand.
- Contact and company information is clearly displayed.
- Content is useful and up-to-date, providing answers to the most common questions asked by users. There are no long instructions.
- Use of uppercase letters in prose text is avoided. Uppercase is used only for formatting.

Bibliography

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The Joint Information Systems Committee, [HCI Design Foundation Study](#), 2004