

WEB USABILITY GUIDELINES

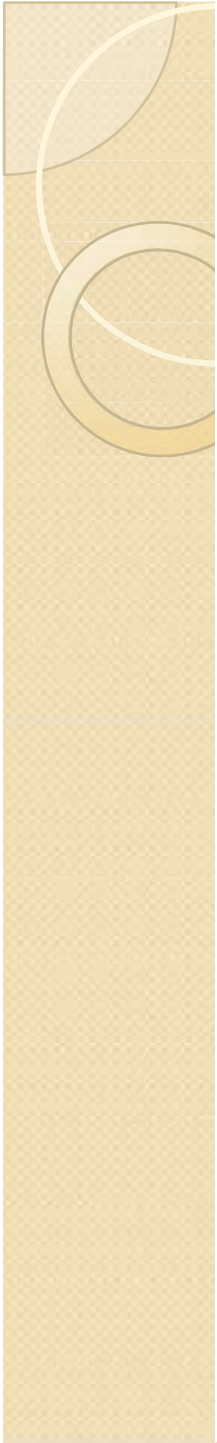
✓ 25 Point Cheat-sheet fo Usability Checking!

❖ Accessibility

- ✓ 1. Site load-time is reasonable
- ✓ 2. Adequate text-to-background contrast.
- ✓ 3 Font size/spacing is easy to read
- ✓ 4. Flash & add-ons are used sparingly
- ✓ 5. Images have appropriate ALT tags
- ✓ 6. Site has custom not-found/404 page

❖ Identity

- 1. Company logo is prominently placed
- 2. Tagline makes company's purpose clear

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4. Home-page is digestible in 5 seconds.
 5. Clear path to company information
 6. Clear path to contact information

❖ **Navigation**

1. Main navigation is easily identifiable
2. Navigation labels are clear & concise
3. Number of buttons/links is reasonable
4. Company logo is linked to home-page
5. Links are consistent & easy to identify
6. Site search is easy to access



❖ **Content**

1. Major headings are clear & descriptive
2. Critical content is above the “fold”
3. Styles & colors are consistent
4. Emphasis (bold, etc.) is used sparingly
5. Ads & pop-ups are unobtrusive
6. Main copy is concise & explanatory
7. URLs are meaningful & user-friendly 9 9 8
8. HTML page titles are explanatory