UX design heuristics

UI is clean and well-structured
The UI is not cluttered or overloaded with too many controls and information. UI elements are aligned, have adequate spacing and the structure of the page is easy to understand.

The UI is consistent
The UI is consistent across screens (e.g. styles, terms, colours, spacing) and where appropriate utilises well known standards such as common UI controls.

Important features and information are available
Important features and information are not hidden or missing. Users are not forced to memorise a lot of information in their head.

User workflows are supported
The workflows are consistent with what users would expect. It's clear where a user is within a workflow and what the next steps will be.

Structure is clear
The structure of the application/website is clear, easy to understand and maps with the user's internal mental model.

Navigation is intuitive and consistent
Navigation is easy to find and use, is consistent and utilises well-known UI standards and patterns.

Prompt and appropriate feedback is provided
Prompt and appropriate feedback is provided following a user action. Where an action can't be undone (e.g. deletion) the user is made aware beforehand.

Calls to action are clear
Links and buttons are clear, have descriptive labels and appear clickable. If a user wants to carry out an action, it's clear how to do this.

Potential problems and errors are well handled
Users are able to anticipate and resolve potential problems. When errors do occur, users are able to recognise, diagnose and recover from them.

Help and instructions are provided
Help and instructions are provided where necessary. If users need help with something or have important questions, it's clear where to go.

Terms, language and tone used are appropriate
Terms, language and the tone used are appropriate, consistent and easy to understand.

Application performance doesn't inhibit the user experience
Poor application performance and reliability doesn't significantly inhibit the user experience.