UX Checklist - Can you tick every box?

1. Understand Context of Use

- ☐ We know WHO our user/target user is? (age, sex, demographic)
- ☐ We know WHAT device they'll be using? (mobile, tablet, kiosk, multi-screen)
- ☐ We know WHEN they'll be accessing our service (day, time of day)
- ☐ We know WHERE they'll be accessing our service (home, at work, in-store)
- ☐ We know WHY they'll be accessing our service (browse, buy, entertained)

2. Keep it Simple

- ☐ We have the appropriate amount of content on every page.
- ☐ We have intuitive and clear navigation.
- ☐ We have concise form fields and lists.
- ☐ We have relevant content and functionality at every step in a user journey.
- ☐ We have iconography and page furniture free from unnecessary visual embellishment.

3. Adhere to Consistency

- ☐ We have a consistent cross-device navigation (way-finding) model.
- ☐ We have consistent placement of content and functionality.
- ☐ We have a consistent use of language.
- ☐ We have product/s that are consistent in quality and quantity.
- ☐ We have consistent use and treatment of iconography and typography.

4. Ensure Aesthetic Integrity

- ☐ Our product creates a positive first impression.
- ☐ Our product is aligned to a set of style/brand guidelines.
- ☐ Our product sets the correct 'tone' and message for our user base.
- ☐ Our product has good proportion, page hierarchy and layout.
- ☐ Our product utilises high resolution imagery.

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