

## 1

## Visibility of system status

The system should always keep users informed about what is going on, through feedback within reasonable time.

| #   | Checklist   | Yes                              | No                               | N/A                              |
|-----|---|----------------------------------|----------------------------------|----------------------------------|
| 1.1 | Is the terminology of the menu items user-friendly?   | <input checked="" type="radio"/> | <input type="radio"/>            | <input type="radio"/>            |
| 1.2 | If the system processes a request for more than 3 seconds, is the loader displayed & is there a hint of how much time the processing will take? | <input checked="" type="radio"/> | <input type="radio"/>            | <input type="radio"/>            |
| 1.3 | Does every screen start with a title that describes the page content?   | <input checked="" type="radio"/> | <input type="radio"/>            | <input type="radio"/>            |
| 1.4 | If a user can select multiple options, does the system show which options are already chosen?   | <input type="radio"/>            | <input checked="" type="radio"/> | <input type="radio"/>            |
| 1.5 | Is it clear which page a user is on?  | <input checked="" type="radio"/> | <input type="radio"/>            | <input type="radio"/>            |
| 1.6 | Do the icons indicate the status of the page?   | <input type="radio"/>            | <input checked="" type="radio"/> | <input type="radio"/>            |
| 1.7 | If the user selects or changes the order of objects, does the system reflect the changes?   | <input type="radio"/>            | <input type="radio"/>            | <input checked="" type="radio"/> |
| 1.8 | Are clickable elements highlighted in the hover state?  | <input type="radio"/>            | <input checked="" type="radio"/> | <input type="radio"/>            |
| 1.9 | If the system is loading for more than two seconds, is the loader shown?  | <input type="radio"/>            | <input checked="" type="radio"/> | <input type="radio"/>            |

# 2

## Match between system and the real world

The system should speak the users' language, with words, phrases and concepts that are familiar to the user, rather than system-oriented terms. Follow real-world conventions so that information appear in a natural and logical order.

| #   | Checklist   | Yes                              | No                               | N/A                              |
|-----|---|----------------------------------|----------------------------------|----------------------------------|
| 2.1 | Is the system designed with users' habits in mind?  | <input checked="" type="radio"/> | <input type="radio"/>            | <input type="radio"/>            |
| 2.2 | Is navigation located in the familiar for users place: at the top or sidebar?   | <input checked="" type="radio"/> | <input type="radio"/>            | <input type="radio"/>            |
| 2.3 | Does the system speak users' language with familiar words, phrases, and concepts rather than system-oriented terms?                             | <input checked="" type="radio"/> | <input type="radio"/>            | <input type="radio"/>            |
| 2.4 | Are all questions, if they refer to users, concise and unambiguous?   | <input type="radio"/>            | <input checked="" type="radio"/> | <input type="radio"/>            |
| 2.5 | Do metaphors unambiguously reveal their meaning?  | <input type="radio"/>            | <input checked="" type="radio"/> | <input type="radio"/>            |
| 2.6 | Do icons clearly represent their meaning (e.g. is search icon represented by a magnifying glass)?   | <input checked="" type="radio"/> | <input type="radio"/>            | <input type="radio"/>            |
| 2.7 | Do hints help users perform an action?  | <input type="radio"/>            | <input checked="" type="radio"/> | <input type="radio"/>            |
| 2.8 | Are all abbreviations and acronyms explained (e.x. 4AD*)?   | <input type="radio"/>            | <input type="radio"/>            | <input checked="" type="radio"/> |
| 2.9 | Does the system do some part of work for users: offers ready currency signs, country mobile codes, division of numbers into threes (9,999,999)? | <input type="radio"/>            | <input type="radio"/>            | <input checked="" type="radio"/> |

# 3

## User control and freedom

Users often choose system functions by mistake and will need a clearly marked "exit" to leave the unwanted state without having to go through an extended process. Support undo and redo.

| #   | Checklist   | Yes                   | No                               | N/A                              |
|-----|---|-----------------------|----------------------------------|----------------------------------|
| 3.1 | When users complete an action, does the system skip unnecessary steps like 'submit' or 'apply'? | <input type="radio"/> | <input type="radio"/>            | <input checked="" type="radio"/> |
| 3.2 | Can users delete their account?   | <input type="radio"/> | <input type="radio"/>            | <input checked="" type="radio"/> |
| 3.3 | Is there a cancellation feature if it's needed?   | <input type="radio"/> | <input type="radio"/>            | <input checked="" type="radio"/> |
| 3.4 | It is possible to cancel the process?   | <input type="radio"/> | <input type="radio"/>            | <input checked="" type="radio"/> |
| 3.5 | Can users edit their personal information?  | <input type="radio"/> | <input type="radio"/>            | <input checked="" type="radio"/> |
| 3.6 | Does the page have breadcrumbs to provide navigation for multilevel processes?                  | <input type="radio"/> | <input checked="" type="radio"/> | <input type="radio"/>            |
| 3.7 | Can users overcome any system issues?   | <input type="radio"/> | <input type="radio"/>            | <input checked="" type="radio"/> |
| 3.8 | Can users make a backup of a current version?   | <input type="radio"/> | <input checked="" type="radio"/> | <input type="radio"/>            |
|     |   | <input type="radio"/> | <input type="radio"/>            | <input type="radio"/>            |
|     |   | <input type="radio"/> | <input type="radio"/>            | <input type="radio"/>            |

## 4

## Consistency and standards

Users should not have to wonder whether different words, situations, or actions mean the same thing. Follow platform conventions.

| #    | Checklist  | Yes                              | No                               | N/A                   |
|------|--|----------------------------------|----------------------------------|-----------------------|
| 5.1  | Is the page navigation similar to the navigation on other pages?                             | <input checked="" type="radio"/> | <input type="radio"/>            | <input type="radio"/> |
| 5.2  | Are the main navigation items always available and not hidden behind the menu button?        | <input checked="" type="radio"/> | <input type="radio"/>            | <input type="radio"/> |
| 5.3  | Is all information users need at a particular point visually? (users don't need to memorize) | <input type="radio"/>            | <input checked="" type="radio"/> | <input type="radio"/> |
| 5.4  | Is the logo in the header displayed on every page and leads to the main page?                | <input checked="" type="radio"/> | <input type="radio"/>            | <input type="radio"/> |
| 5.5  | Does the menu contain sub-items that are visually clear?                                     | <input checked="" type="radio"/> | <input type="radio"/>            | <input type="radio"/> |
| 5.6  | Is the field title always available?   | <input checked="" type="radio"/> | <input type="radio"/>            | <input type="radio"/> |
| 5.7  | Are the icons intuitive? (e.g. the search icon looks like a magnifying glass)                | <input checked="" type="radio"/> | <input type="radio"/>            | <input type="radio"/> |
| 5.8  | Are the menu items non-generic? (don't include common titles, e.g. 'catalogue' or 'goods')   | <input type="radio"/>            | <input checked="" type="radio"/> | <input type="radio"/> |
| 5.9  | Do icons have captions?  | <input checked="" type="radio"/> | <input type="radio"/>            | <input type="radio"/> |
| 5.10 | Are the links recognizable?  | <input checked="" type="radio"/> | <input type="radio"/>            | <input type="radio"/> |

# 5 Error prevention

Even better than good error messages is a careful design which prevents a problem occurring in the first place. Either eliminate error-prone conditions or check them before it is too late. Present users with a confirmation option before they commit to the action.

| #    | Checklist  | Yes                   | No                    | N/A                              |
|------|--|-----------------------|-----------------------|----------------------------------|
| 4.1  | For complex fields (password, username), does validation take place in real-time?  | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> |
| 4.2  | Can users see the limit of characters that can be entered into the field?  | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> |
| 4.3  | Are the fields case-sensitive (when applicable)?   | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> |
| 4.4  | Do the fields contain default values (when applicable)?  | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> |
| 4.5  | In the forms with 2+ fields, do the button remain inactive until users fill in all of the fields?                            | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> |
| 4.6  | Is the validity of the field checked upon completion of the entry? (not at the time of filling and not by pressing a button) | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> |
| 4.7  | Is the name of the field always visible (in the filled state as well)?   | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> |
| 4.8  | Are users able to preview changes if reverting them takes a long time?   | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> |
| 4.9  | Do error message indicate the corresponding error field?   | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> |
| 4.10 | Is the input of incorrect data type in the field blocked (e.g. typing numbers in the name input field)?                      | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> |

# 6 Recognition rather than recall

Minimize the user's memory load by making objects, actions, and options visible. The user should not have to remember information from one part of the dialogue to another. Instructions for use of the system should be visible or easily retrievable whenever appropriate.

| #   | Checklist   | Yes                              | No                               | N/A                   |
|-----|---|----------------------------------|----------------------------------|-----------------------|
| 6.1 | Do you have industry or company formatting standards that are followed consistently everywhere?   | <input type="radio"/>            | <input checked="" type="radio"/> | <input type="radio"/> |
| 6.2 | Do the system or a product never confuse the users by using different words, actions, design, or situations to derive the same meaning? | <input type="radio"/>            | <input checked="" type="radio"/> | <input type="radio"/> |
| 6.3 | Does the component placement (home icon, cart icon, search bar etc.) follow the users' mental model & patterns familiar to the users?   | <input checked="" type="radio"/> | <input type="radio"/>            | <input type="radio"/> |
| 6.4 | Is the size & color of components consistent (buttons for example) throughout the product?  | <input type="radio"/>            | <input checked="" type="radio"/> | <input type="radio"/> |
|     |   | <input type="radio"/>            | <input type="radio"/>            | <input type="radio"/> |
|     |   | <input type="radio"/>            | <input type="radio"/>            | <input type="radio"/> |
|     |   | <input type="radio"/>            | <input type="radio"/>            | <input type="radio"/> |
|     |   | <input type="radio"/>            | <input type="radio"/>            | <input type="radio"/> |
|     |   | <input type="radio"/>            | <input type="radio"/>            | <input type="radio"/> |
|     |   | <input type="radio"/>            | <input type="radio"/>            | <input type="radio"/> |

# 7

## Flexibility and efficiency of use

Accelerators — unseen by the novice user — may often speed up the interaction of the expert user such that the system can cater to both inexperienced and experienced users. Allow users to tailor frequent actions.

| #   | Checklist  | Yes                   | No                               | N/A                   |
|-----|--|-----------------------|----------------------------------|-----------------------|
| 7.1 | Does the system allow experts to use shortcuts or customize them?  | <input type="radio"/> | <input checked="" type="radio"/> | <input type="radio"/> |
| 7.2 | Does the system allow power-users to chain together multiple actions that can be automatically triggered?                          | <input type="radio"/> | <input checked="" type="radio"/> | <input type="radio"/> |
| 7.3 | Does the system allow users to approach tasks in multiple ways to suit their working style?  | <input type="radio"/> | <input checked="" type="radio"/> | <input type="radio"/> |
| 7.4 | Can experienced users take advantage of accelerators and other secondary features designed to speed up commonly performed actions? | <input type="radio"/> | <input checked="" type="radio"/> | <input type="radio"/> |
|     |  | <input type="radio"/> | <input type="radio"/>            | <input type="radio"/> |
|     |  | <input type="radio"/> | <input type="radio"/>            | <input type="radio"/> |
|     |  | <input type="radio"/> | <input type="radio"/>            | <input type="radio"/> |
|     |  | <input type="radio"/> | <input type="radio"/>            | <input type="radio"/> |
|     |  | <input type="radio"/> | <input type="radio"/>            | <input type="radio"/> |
|     |  | <input type="radio"/> | <input type="radio"/>            | <input type="radio"/> |
|     |  | <input type="radio"/> | <input type="radio"/>            | <input type="radio"/> |

## 8

## Aesthetic and minimalist design

Dialogues should not contain information which is irrelevant or rarely needed. Every unit of information in a dialogue competes with the relevant units of information and thus diminishes their relative visibility.

| #   | Checklist  | Yes                              | No                    | N/A                              |
|-----|--|----------------------------------|-----------------------|----------------------------------|
| 8.1 | Is the information, essential to decision making, displayed on the screen?               | <input checked="" type="radio"/> | <input type="radio"/> | <input type="radio"/>            |
| 8.2 | Is the "signal" maximized and the "noise" limited?                                       | <input type="radio"/>            | <input type="radio"/> | <input checked="" type="radio"/> |
| 8.3 | Are universal visual patterns that carry positive connotations used throughout the page? | <input checked="" type="radio"/> | <input type="radio"/> | <input type="radio"/>            |
|     |  | <input type="radio"/>            | <input type="radio"/> | <input type="radio"/>            |
|     |  | <input type="radio"/>            | <input type="radio"/> | <input type="radio"/>            |
|     |  | <input type="radio"/>            | <input type="radio"/> | <input type="radio"/>            |
|     |  | <input type="radio"/>            | <input type="radio"/> | <input type="radio"/>            |
|     |  | <input type="radio"/>            | <input type="radio"/> | <input type="radio"/>            |
|     |  | <input type="radio"/>            | <input type="radio"/> | <input type="radio"/>            |
|     |  | <input type="radio"/>            | <input type="radio"/> | <input type="radio"/>            |
|     |  | <input type="radio"/>            | <input type="radio"/> | <input type="radio"/>            |
|     |  | <input type="radio"/>            | <input type="radio"/> | <input type="radio"/>            |



# 9

## Help users recognize, diagnose, and recover from errors

Error messages should be expressed in plain language (no codes), precisely state the problem, and constructively suggest a solution.

| #   | Checklist   | Yes                   | No                               | N/A                              |
|-----|---|-----------------------|----------------------------------|----------------------------------|
| 9.1 | When an error is found, is the required field highlighted and the cursor is placed there?   | <input type="radio"/> | <input type="radio"/>            | <input checked="" type="radio"/> |
| 9.2 | Do the tips stay away from user criticism?  | <input type="radio"/> | <input checked="" type="radio"/> | <input type="radio"/>            |
| 9.3 | When the button is not active, is there a hint why?   | <input type="radio"/> | <input checked="" type="radio"/> | <input type="radio"/>            |
| 9.4 | Do the error pages 404 and 503 tell the user what to do next?   | <input type="radio"/> | <input checked="" type="radio"/> | <input type="radio"/>            |
| 9.5 | Are all errors written in the same style and tone of voice?   | <input type="radio"/> | <input type="radio"/>            | <input checked="" type="radio"/> |
| 9.6 | Does the text of the error communicate the possible cause and the following actions? (if the user cannot correct the error, e.g.: "We are updating the server. Try in 2 hours") | <input type="radio"/> | <input type="radio"/>            | <input checked="" type="radio"/> |
|     |   | <input type="radio"/> | <input type="radio"/>            | <input type="radio"/>            |
|     |   | <input type="radio"/> | <input type="radio"/>            | <input type="radio"/>            |
|     |   | <input type="radio"/> | <input type="radio"/>            | <input type="radio"/>            |

# 10

## Help and documentation

Even though it is better if the system can be used without documentation, it is often necessary to provide help and documentation. Any such information should be easy to search, focused on the user's task, list concrete steps to be carried out, and

| #    | Checklist  | Yes                              | No                               | N/A                              |
|------|--|----------------------------------|----------------------------------|----------------------------------|
| 10.1 | Can users skip or start onboarding from the beginning?   | <input type="radio"/>            | <input checked="" type="radio"/> | <input type="radio"/>            |
| 10.2 | Is there a live chat on every page of the site or application?   | <input type="radio"/>            | <input checked="" type="radio"/> | <input type="radio"/>            |
| 10.3 | Is the FAQ page user-friendly, i.e. divided into categories and searchable?  | <input checked="" type="radio"/> | <input type="radio"/>            | <input type="radio"/>            |
| 10.4 | Can users resume work where they have left off after receiving help? (e.g. the help page opens in a new tab)   | <input type="radio"/>            | <input type="radio"/>            | <input checked="" type="radio"/> |
| 10.5 | Do important explanations remain displayed on the screen as long as the user needs them? The user shouldn't write down explanations anywhere.  | <input checked="" type="radio"/> | <input type="radio"/>            | <input type="radio"/>            |
| 10.6 | In case users can't find the answer to their question, is there an option to ask a new question? (or else there should be hotline contacts, email, etc.)                                 | <input type="radio"/>            | <input checked="" type="radio"/> | <input type="radio"/>            |
| 10.7 | Before performing potentially dangerous actions (e.x. deleting files), does the system ask for user's confirmation and explains the consequences of deletion (for non-recoverable data)? | <input type="radio"/>            | <input type="radio"/>            | <input checked="" type="radio"/> |