

- ❑ 1 Has the viewport area of the site been optimized?
- ❑ 2 Are all the elements of the site arranged along a grid system?
- ❑ 3 Is there sufficient whitespace throughout the site?
- ❑ 4 Are the fonts used appropriate for the site?
- ❑ 5 Is the text throughout the site styled and readable?
- ❑ 6 Is the size of the text varied to create hierarchy?
- ❑ 7 Does the site use a consistent colour scheme?
- ❑ 8 Is there an accent colour that captures attention?
- ❑ 9 Are design elements throughout the site consistent?
- ❑ 10 Are the icons throughout the site cohesive with one another?
- ❑ 11 Are the images throughout the site strong and cohesive?
- ❑ 12 Is it immediately clear what the purpose of the site is?
- ❑ 13 Are there pseudo-states to show which items are interactive?
- ❑ 14 Are any animations purposeful and not overwhelming?
- ❑ 15 Is the site design optimized for all screen sizes?
- ❑ 16 Are the sections of the site laid out in an interesting, logical way?
- ❑ 17 Is there something that makes the site visually interesting?