



UX Design Checklist



This UX Design checklist was created to help guide you towards a better User Experience in your digital User Interfaces.

Based on 7 factors that influence user experience. These tried and true design usability heuristics, design principles, design patterns and best practices are meant to be used alongside your own user research to help you make sure you're not forgetting anything important when you are designing your websites, apps and interfaces.



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7 Factors of UX



These 7 factors have been found to be central to creating a good user experience.

1. Useful

 A product is useful if it serves a purpose for the target audience and provides a specific benefit or solves a problem for them.

- Have you done marketing and competitive research ?
- Have you created a lean canvas?
- Do you understand the business needs and requirements?
- Do your features suit the audience and their needs without extra unnecessary features?

2. Usable

 Usability is a measure that assesses how well a particular user in a specific situation can use a product/design to accomplish a given purpose effectively, efficiently, and satisfactorily. There are 5 main usability principles that are important to consider:

- Learnability** - Is the user able to accomplish basic tasks the first time they encounter the design?
- Efficiency** - Once users have learned the design, how quickly can they perform tasks?
- Memorability** - Once user return to the design after a period of not using it, how easily can they reestablish understanding, find what they need and remember how to perform tasks?
- Errors** - How many errors do users make, how severe are they and how easily can they recover from them?
- Satisfaction** - How pleasant did they find the process of complete their task, using the app or solving their problem with the design?

3. Findable



The content, features and actions of your product should be easy for user to find with little friction?

- Is your navigation clear?
- Is your information architecture, labeling and ontology well thought out, structured and organized?
- Are the things that are most important to your primary personas most visible?
- Have you used progressive disclosure for secondary features?
- Are commonly used things placed in similar places to other products your users are familiar with?

4. Credible



A product should deliver on its promises, not over-exaggerate what can be accomplished with it or otherwise trick the users or employ dark patterns. User trust is paramount to create a good product.

- Is your checkout page protected and safe?
- Does your site load fast?
- Can you stand by the copy that sells the product or features?
- Is your product transparent about its limitations?

5. Accessible



Your product should provide an experience that can be accessed by users of a full range of abilities and in a full range of situations:

- Have you considered permanent disabilities of your users, such as having one arm?
- Have you considered temporary disabilities of your users such as wearing a cast?
- Have you considered situations disabilities of your users such as carrying a baby?
- Is your copy and imagery inclusive?
- Does your product utilize other forms of perception and input such as voice, haptics, video or text?
- Does your product support keyboard and mouse inputs and consider interoperability?
- Can your product and words be understood by those with different cultural backgrounds and languages?
- Is your product responsive? Can it be accessed on a variety of different browsers and devices?
- Do the colors of your site meet accessibility standards? and proper contrast?
- Do you rely on more than just color to relay important information?

6. Desirable



The brand, aesthetics, speed, imagery, look and identity of the product should evoke positive emotions.

- Is the product over-designed?
- Is the product intentionally designed?
- Does the product perform as expected?
- Is there logical flow to your design

- Do you use storytelling to help the user connect to the process and the outcome they can expect?

7. Valuable



The sum of all factors contributes to how valuable a user finds a product. Different users may find different value in your product, no one product can do it all, understanding what is most valuable to your users is important.

- Do you understand what user like most about your product?
- Do you know what features they use most often and which ones they don't
- Do some users find more value in your product than others?
- Are some features more valuable than others?

10 Usability Heuristics



Usability Heuristics are broad rules of thumb that asses the how easy user interfaces are for your user to use.

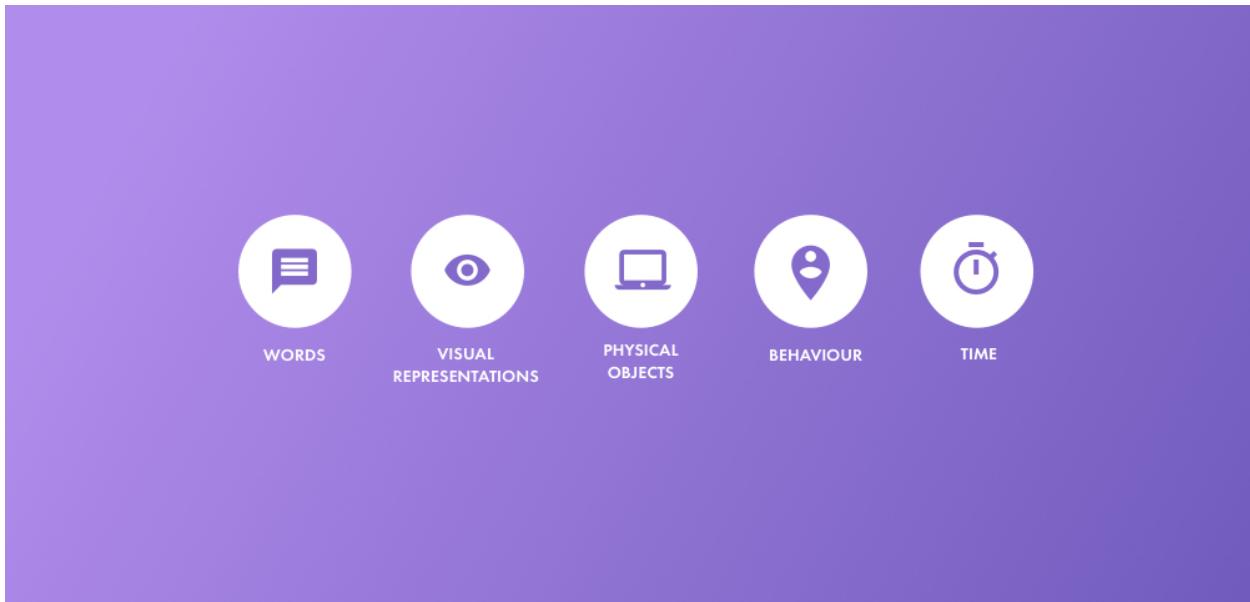
- Does the interface keep users informed about what is going on, through appropriate feedback within reasonable time?
- Does the interface use words, phrases and concepts familiar to the user, rather than system-oriented terms?
- Do users have the option to undo a mistake without having to go through an extended steps?
- Do not make your users wonder whether different words, situations, or actions mean the same thing.

- Be mindful to design things in a way that prevents problems from occurring such as confirming irreversible actions.
 - Minimize the user's memory load by making objects, actions, and options visible.
 - Provide accelerators for expert users that are not easily found by novice users.
 - Do not show information that is irrelevant or rarely needed.
 - Error messages should be expressed in plain language (no codes), precisely indicate the problem, and constructively suggest a solution
 - Use tooltips in place of documentation where possible
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5 Dimensions of Interaction Design



Products and services are how designers communicate with their users. The better the design, the easier it is to understand what the designer is trying to tell the user. Dimensions refer to the language we use to communicate with users, as opposed to how we communicate ideas within the design process.



- Use words to communicate information plainly and clearly without overwhelming.
 - Remove as many unnecessary options and words as you can without sacrificing comprehension.
 - Use visual hierarchy to direct the user to the actions they would like them to take in the correct order.
 - Make primary action buttons and tasks, visually distinct from secondary action buttons and tasks.
 - Use common existing design patterns that users are already familiar with. Users expect your site to look and behave like the other sites they use.
 - Links and navigation systems are visually differentiated from normal text elements.
 - Minimize the need for users to memorize what things mean or do. Labels and instructions should always be used on interactive elements.
 - Add text label to all icons and fields.
 - Show users progress and action feedback.
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Free UX Design Resources

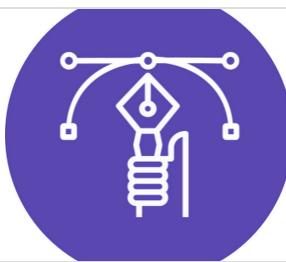


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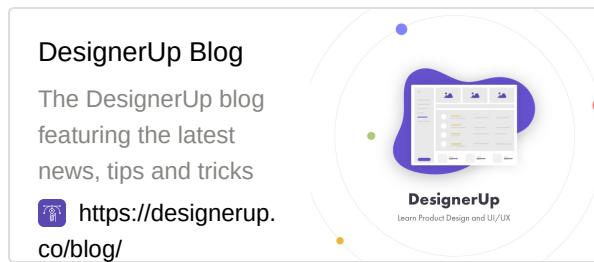
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