

UX Audit Checklist

A Template by Maze

Conducting a UX audit to evaluate the effectiveness of your UX designs? Here's a checklist to help keep you on track.

Pre-audit preparation

- ☒ **Set quantifiable goals**
e.g. Increase sign-up conversion by 15% in Q2
- ☒ **Profile key user personas**
Include job roles, tech proficiency, and primary objectives
- ☒ **Aggregate data**
Gather Google Analytics data, heatmap insights, and user session recordings from the past six months
- ☒ **Historical review**
Analyze the impact of past changes based on previous audit reports and user feedback

Heuristic evaluation

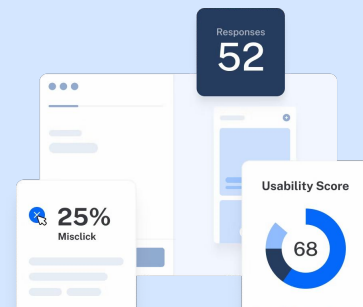
- ☐ **System feedback**
Check if system loading states are communicated within two seconds
- ☐ **Language and icons**
Ensure all terminology and icons are intuitive and industry-standard
- ☐ **Navigation freedom**
Confirm the presence of a 'Home' button and easy access to 'Help' or 'Support' from all pages
- ☐ **Consistency check**
Review at least five different pages for consistent navigation layout, font styles, and button designs
- ☐ **Form validation**
Implement real-time feedback for form entries to prevent user errors

- ☐ **Memory aids**
Use dropdowns and auto-complete to minimize user memory load
- ☐ **Advanced shortcuts**
Create keyboard shortcuts for power users in web applications
- ☐ **Clean design**
Eliminate any redundant or irrelevant information on the main landing pages
- ☐ **Error guidance**
Provide specific instructions on how to correct errors in form submissions
- ☐ **Accessible help**
Place tooltips and FAQs on complex features or terms

Better experiences, informed by data

Run surveys and test your prototypes and live websites as part of your UX audit. Make your product truly customer-centric with Maze.

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Usability testing

- ☐ **Task-specific scenarios**
e.g. Have users complete a purchase using a coupon code
- ☐ **Emotional response tracking**
Note any signs of frustration or confusion during tasks
- ☐ **Post-task interviews**
Ask participants to rate task difficulty and provide open-ended feedback on their experience

Accessibility evaluation

- ☐ **Keyboard tests**
Navigate the entire site using only the keyboard
- ☐ **Screen reader compatibility**
Test main user flows with NVDA and VoiceOver
- ☐ **Contrast checks**
Use tools like WebAIM's Contrast Checker on all major pages
- ☐ **Text resizing**
Ensure the site is fully usable with text resized up to 200%

Specific evaluations

Fields and forms

- ☐ **Label clarity**
Ensure all form fields have clear, descriptive labels directly adjacent
- ☐ **Error clarity**
Provide actionable error messages that specify how to correct the mistake

Login & registration

- ☐ **Social logins**
Test the functionality and speed of social media login options
- ☐ **Password recovery**
Run through the password recovery process to ensure clarity and security

Mobile UX

- ☐ **Touch targets**
Ensure all buttons and links are at least 48x48 pixels for touch accessibility
- ☐ **Responsive design**
Test on multiple devices for consistent layout and functionality

Visual design

- ☐ **Brand alignment**
Cross-check visual elements with the brand style guide for consistency
- ☐ **Image optimization**
Check images are optimized for fast loading without quality loss

Typography

- ☐ **Readability**
Confirm body text is at least 16px with a line height of 1.5 for readability
- ☐ **Hierarchy**
Use font sizes and weights to clearly define a visual hierarchy

Customer journey assessment

- ☐ **Key pathways**
Map out the steps for a new user to complete their first key action
- ☐ **Barrier identification**
Highlight any step with a drop-off rate higher than 20%

Analytics review

- ☐ **High-exit pages**
Investigate the top three pages with the highest exit rates for usability issues
- ☐ **Behavior flow**
Analyze the behavior flow report to identify unexpected navigation paths or loops