# USABILITY CHECKLIST

✓ Catch common usability problems before user testing

## USER EXPERIENCE

☐ **Registering provides value to users.** Unnecessary registration is avoided.

☐ **Website is credible.** Credible references, credentials, contact information, location, and images of real people are displayed on the website.

☐ **Website is professionally designed and up-to-date.**

☐ **Sample content.** For example there is a sample newsletter next to a newsletter sign up form.

☐ **Personalized features.** Currency, language, country specific deals, taxes, or delivery options are changed based on user's location. IP-based geolocation is not enabled without user's permission.

☐ **Transparent pricing.** Prices are clearly displayed. There are no hidden costs or surprises in the terms.

# HOMEPAGE

☐ **Clear call for action.** Users know what to do next and why it benefits them. They understand the value proposition and purpose of the site.

☐ **First impression.** The homepage creates a positive first impression and supports conversion.

☐ **Logged in user's name is displayed on the site.**

☐ **Major changes to the site are announced on the homepage.** For example website downtimes.

☐ **Company location and contact information** is easily accessible from the homepage.

☐ **There is a privacy policy**, in case the site gathers information about users.

☐ **Images and videos are relevant and meaningful.** No unrelated stock photos of models. There are high-quality screenshots, videos or photos of the products and services.

☐ **Onboarding experiences are avoided** by making the app intuitive and easy to use. In case onboarding is used, it is easy to dismiss or skip.

# ACCESSIBILITY

Color alone is not used to convey information.

☐ Content is readable without a style sheet. Check e.g: Web Accessibility Checker.

☐ **Accessible navigation.** Site can be navigated with a keyboard, without using a mouse. Browser's keyboard shortcuts aren't overridden.

☐ **Links, buttons and checkboxes are easily clickable**, for example a user can select a checkbox by clicking the text, not just the checkbox.

## NAVIGATION

☐ **Important links aren't placed in moving features**, for example auto-rotating carousels and accordions.

☐ **Alphabetical A-Z sorting is avoided.** It is used only when there are no better alternatives, such as grouping items into descriptive, related groups.

☐ **Navigation is consistent on every page.**

☐ **Links are descriptive.** There are no "click here" links.

☐ **There is a site description in the window title**, which is easily understandable as a bookmark.

☐ **Site's URL is memorable.**

☐ **Site URL works with or without www.** For example "www.stayintech.com" and "stayintech.com".

☐ There is a search feature, in case of a large website.

☐ **Search is available on every page**, not just the homepage.

☐ **Search box is wide enough**, so that users can see what they've typed.

## LINKS

☐ **Important commands are displayed as buttons, not links**. For example "Buy" or "Pay" is a button, not a link.

☐ **Links are easily recognizable.** They look clickable. Items that aren't links don't look clickable, for example underlining text is avoided.

☐ **Color.** Visited link color is different than unvisited.

☐ **There are no broken links.** Check with e.g. [W3 Link Checker.](#)

## LAYOUT

☐ **Important content is displayed first.**

☐ **Site is responsive.** Works with different screen sizes. There is no horizontal scrolling.

☐ **Related information is grouped together clearly.**

☐ **There's a minimum amount of [pop-up](#) windows.**

# ERRORS

☐ **Browser compatibility.** Site works in various browsers. Check with e.g. [the Browser Shots tool.](#)

☐ **User testing.** Testing with target users is done at different stages of the project. People who weren't involved in developing the site conduct testing. Use e.g. the [free Peek tool ](#)to get started with user testing.

☐ **Error pages.** Site has custom 404 and 500 error pages.

☐ **Security.** Site has an SSL certificate. Check e.g. [CloudFlare's free Universal SSL.](#)

# FORMS

☐ **Simplicity.** Only absolutely necessary questions are asked in forms.

☐ **Long dropdown menus are avoided.** Instead users can input text, which is validated on the backend. Also, long dropdown menus are [error prone](#) to users scrolling with the mouse.

☐ **Fields are labeled with common terms**, e.g. Name, Address (supports autofill).

☐ **Form submission is confirmed**, so that the user knows data was successfully sent.

CONTENT

☐ **Contrast.** There is adequate contrast between the text and background. Check with e.g. [Check My Colours.](#)

☐ **Content is scannable.** There are short paragraphs, descriptive headings, lists and images. Visual content is used when appropriate, instead of large amounts of text.

☐ **Content is written with common language** that users easily understand. Check with e.g. [The Readability Test Tool.](#)

☐ **Contact and company information is clearly displayed.**

☐ **Content is useful and up-to-date**, providing answers to the most common questions asked by users. There are no long instructions or "welcome to our website" text.

☐ **Use of uppercase letters in prose text is avoided.** Uppercase is used only for formatting.

[Bibliography](#)

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