

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 being used 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 ?