



ALL-IN-ONE USER EXPERIENCE CHECKLIST

WORK.

We've all been there. We have that amazing idea, gathered all the investors, put your plan to paper, then to Photoshop and now you're ready to show the designs to the board or client. But then something happens, you show your designs and your chief investor, Mr. Oldman Magoo, doesn't "get it." Blerg. The wind falls out of your sails and you're given two weeks to come up with either a new design, or a revised version of what you just presented. No need of fear! Let's buckle down with this All-in-One User Checklist. Grandpa approved.

HOW.

This is a very handy checklist of things that are needed for a good user experience. We have tried and tested these, so you are good to go. If you need help, no worries, we're still here for you. [Just shoot us an email or call.](#)

USER EXPERIENCE

- User research:** identify pain points, goals, blockers, and characteristics among users, and draw up detailed user personas that inform design decisions to keep the UX design process focused on users.
- Market research:** understand the market and similar products available, what those products share in terms of UX, and identify opportunities to differentiate your product based on UX.
- Registering provides value to users.** For example a "Free Trial" button communicates a clear benefit, but a "Register" button doesn't. Unnecessary registration is avoided.
- Transparent pricing.** Prices are clearly displayed. There are no hidden costs or surprises in the terms.
- Uncluttered product and service information.** Information is scannable and images can be enlarged or zoomed in on for more detailed viewing.

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.** e.g. "Hello, Charles", not "Hello, Sir".
- 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. Audio or video doesn't start automatically, unless user expects it.

SEARCH

- There is a **search bar**, 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.
- Search is a form** where users can type search words immediately, not a link.

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 links color is different than unvisited.
- There are no broken links.** Seriously. None.



ACCESSIBILITY

- Alt attributes are provided for non-text elements**, such as images and maps. Captions and transcriptions are used for audio and video.
- 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.

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 and not cluttered.
- There are a minimum amount of pop-up windows.**
- Consistency.** Page layouts are consistent across the whole website.

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** on e.g. a confirmation page.
- Error messages are shown** next to the input field, not just on top of the page.

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.
- Users know where they are on the site.** For example with the use of breadcrumbs. Also, there is a site map on large sites.
- 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.**

ERRORS

- Browser compatibility.** Site works in various browsers.
- 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.
- Error pages.** Site has custom 404 and 500 error pages.
- Security.** Site has an SSL certificate.

CONTENT

- Contrast.** There is adequate contrast between the text and background.
- 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.
- Contact and company information is clearly displayed.** Clicking the contact link doesn't automatically open a mail application.
- Content is useful and up-to-date**, providing answers to the most common questions asked by users.
- Use of uppercase letters in prose text is avoided.** Uppercase is used only for formatting.

