

UX CHECKLIST

1

FRICTION

- Does the page provide a dedicated experience for mobile devices?
- Does the website load quickly?
- Do users have to think about what they need to do on the page?
- Do web forms have fields that are all strictly necessary?
- Are paragraphs short and are bullets used within the content?
- Are there unnecessary pop-ups that take up most of the viewing area?
- Is the user asked to create an account before making a purchase?
- Are there any broken links or bugs on the page/site?

UX CHECKLIST

2

DISTRACTION

- Does every page on the site have one single purpose?
- Is the page cluttered with things like related links and large navigation bars?
- Are there any carousels, sliders or other moving elements on the page?
- Does the page have multiple sharing buttons?
- Is there a consistent colour scheme across the site?
- Do videos on the site autoplay on page load?
- Is the full design still visible during the checkout phase?



UX CHECKLIST

3

CLARITY (OF DESIGN)

- Is there a visual hierarchy on the page/site? Is there a meaningful headline and sub-headers?
- Are there calls to action (CTAs) that prompt visitors to do something, and are they prominent and clearly labelled?
- Is there a good amount of white space to minimise clutter?
- Are there images on the page? If so are they of a good quality and relevant to the content?
- Is it clear what journey your eye should take on the page?
- Do the font style, size and colour make the copy easy to read?
- Is there good colour contrast between text and background?

UX CHECKLIST

4 CLARITY (OF CONTENT)

- Is it easy to tell where I am on the site?
- Is it easy to tell what the page is about?
- Can I understand quickly what the company does and what they sell?
- Are there resources that can help me to understand what they do (e.g. videos, infographics)?
- Are things like pricing, shipping, guarantee, returns clearly stated?
- Do I know at each step of the process what my next action should be?



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5

INTENT

- Is there clear context for the visitor when they arrive on the page?
- Is there relevant imagery in a consistent position?
- Is there a prominent, relevant headline?
- If the user arrived on the page from an ad, does the messaging on the page match that of the ad?
- Does the page provide the correct information, content and CTAs to meet the intentions of the visitor?



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6 URGENCY

- Are there timescales in the website copy? (Words like 'now' and 'today' can spark a visitor into action).
- Is there urgency in the headlines and call to action buttons? (e.g. a 'running out fast' or 'Buy it Now' type of message).
- Is there a limited time offer, and does it state clearly when it ends?
- Is there a countdown timer to show when an offer expires?
- If it's an ecommerce site, is there a 'stock low' message for products?
- Does the site use colour to imply urgency (e.g. red Sale banners)?



UX CHECKLIST



ORIENTATION

- Is there breadcrumb navigation across the site?
- Does the content on the page reflect where the user expects to be?
- Are there clear links to other sections that the user?
- Are there clear page headers on every page/section?
- Is it clear where the visitor is in the buying process?
- Have all headers, footers and navigation links been removed in the checkout?
- Is there a progress indicator?



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8

MISCELLANEOUS

- Is there social proof?
- Is there an opt-in form to collect email subscriptions?
- Is there a money-back guarantee?
- Is it as easy as possible to buy?

