

# USABILITY CHECKLIST

## User control

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### 1. Avoid using pop-ups.

Pop-ups interrupt the browsing session of the visitors and require an instant feedback. Respect your visitors.

### 2. Avoid changing the window size.

The same argument as the one against pop-ups holds.

### 3. Links should open in the same window.

Visitors want to have control over everything what happens in their browser. If they'd like to open a link in a new window they will. If they don't want to, they won't. If your links open in a new window you make the decision which is not your decision to make.

### 4. Have at most one animation per page.

If blinking images are wide-spread through the site, it's extremely hard to focus on one single site element. Give your visitors an opportunity to perceive your content. Using animated ads, don't place them right along your articles.

## Typography

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### 5. Don't use tiny font sizes.

Long passages are harder to read, and to read brief sentences readers need more time. It holds also for links, buttons, forms, search boxes and other elements. Good news — in Web 2.0 the opposite is the case.

### 6. Use adequate contrast between text and background

## Miscellaneous Good Ideas

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### 7. 2-Second Rule

A loose principle that a user shouldn't need to wait more than 2 seconds for certain types of system response, such as application-switching and application launch time. The choice of 2 seconds is somewhat arbitrary, but a reasonable order of magnitude. Reliable principle: the less users have to wait, the better is the user experience.

### 8. 3-Click Rule

People should be able to access what they came for in three clicks or fewer.

### 9. Strive for consistency.

Have the stuff users are looking for in the same place on every page

### 10. Offer informative feedback.

Site has custom not-found/404 page

11. Offer simple error handling.
12. Permit easy reversal of actions.
13. Site load-time is reasonable

## Identity

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14. Company logo is prominently placed
15. Tagline makes company's purpose clear
16. Home-page is digestible in 5 seconds

## Navigation

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17. Main navigation is easily identifiable
18. Keep the number of main nav buttons reasonable -  $7 \pm 2$  Principle  
According to George A. Miller's studies humans' short term memory can retain only about 5-9 things at one time. This suggest you should limit your main navigation items to that number
19. Navigation labels are clear & concise  
Links have to be precise and lead to the destination they describe. Ambiguous link descriptions should be avoided. No Mystery Meat navigation
20. Have a clear indication of which page the user is on.  
Breadcrumbs
21. Make **CONTACT** easy to find  
Maybe because you just don't want to be contacted, but If visitors do want to get in touch with you, but can't find any contact information, you lose their interest and trust. Disastrous for online-shopping, a missed opportunity for the rest.
22. Make **ABOUT** easy to find
23. Include a utility navigation on the bottom of the page.
24. Company logo is linked to home-page
25. Site search is easy to access and effective  
Google custom search is the only way to go

# Content

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## 26. Major headings are clear & descriptive

## 27. Critical content is “above the fold” - Inverted Pyramid

The inverted pyramid is a journalistic writing style where the summary of the article is presented in the beginning of the article to give readers an instant idea about the topic. The article begins with a conclusion, followed by key points and finally the minor details such as background information.

## 28. Images have appropriate ALT tags

## 29. Styles & colors are consistent

## 30. Emphasis (bold, etc.) is used sparingly

## 31. Main copy is concise & explanatory

## 32. URLs are meaningful & user-friendly

## 33. HTML page titles are explanatory