

# COMPLETE USER EXPERIENCE (UX) CHECKLIST

Guide to helping create the best user experience for your brand

**PACE**

Content. Engagement. Results.

# Complete User Experience Checklist

User Experience (UX) is all about understanding how users interact with a piece of content to improve their experience. In order to determine how easily people can engage with a website or app, UX focuses more on qualitative measurements—like the thought and rationale—rather than quantitative, like stats, numbers and figures. Here is a free UX checklist from Pace to help you create the best user experience possible for your brand.

## General Questions for Reference

- Who is your audience?
- How web-savvy is your audience?

### PART 1

## Visual Design

### HOMEPAGE

- Does the homepage paint a quick, clear picture of the content, products or services the site provides?
- Is there sufficient whitespace on the page so users don't feel overwhelmed with what's being presented?
- Are there clear, visible paths to flow through to obtain information or complete a purchase?

### INTERIOR PAGES

- Does each page have a clear, primary goal for users to complete?
- Are breadcrumbs displayed at the top of each page other than the homepage to help users move along?
- Does the site's ever-present logo link back to the homepage?
- If your audience is older or not very web-savvy, did you include the word "home" within the top navigation to offer a bit of help (if space permits)?
- Does a user-friendly sitemap page exist and is it accessible through a link within your global footer?

### CALLS TO ACTION (CTAs)

- Are the CTAs clearly labeled so users know exactly what they'll be doing or where they'll be going once they click?
- Is it clear what the primary CTA is on each page?
- Are the text links styled and clearly marked in a different color or underlined so users will notice them when reading copy?
- Are your CTAs consistent throughout the site and do they display the same copy/style for those with similar end results?
- Are your CTA buttons made with CSS instead of images so they render better on mobile devices?

# Complete User Experience Checklist (continued)

## IMAGES

- Are hero images too large and delaying the user from seeing the content that follows without scrolling below the fold?
- Are supporting images too small to see what the image contains to help users on their content journey?
- Are images saved in a screen-optimized resolution so they aren't fuzzy-looking?
- Are words/text included within the image, or are they overlaid, as they should be, to help with readability and search exposure?
- Are the images that accompany a CTA button or text linked to the destination?
- Do your alt tags match the names of images to help search engines understand the content featured on your site?
- If you include any galleries, are the carousels swipe-able to accommodate smaller devices so users can easily swipe forward and backward?

## FORMATTING

- Have you used a tool like CSS Lint or W3C to make sure your code is as streamlined as possible?
- Does your site look sharp in both portrait and landscape orientations?

## PART 2

# Functionality

## NAVIGATION

- Does the terminology used within the navigation to classify the content or products on your site make sense?
- Does the navigation exist in an ever-present, easy-to-find spot?
- Do the text links within the navigation have a decent font size with good spacing between the words to reduce accidentally clicks?
- Within your drop-down or mega menu, is all text that links clearly marked?
- For mobile design, did you consider actually using the word "menu" instead of displaying the icon (commonly called the hamburger navigation icon) to help users clearly identify how they can migrate to the information or products they seek?

## INTERNAL SITE SEARCH

- Is the internal site search in a clearly visible and consistent, ever-present location?
- If lots of content exists on your site and it's possible for many results to be served during a search, is there a feature to filter the results or, at the very least, navigate through the search results with clear "next" buttons or search result page numbers?
- Does your site search account for misspellings, abbreviations and synonyms (such as sweatshirt and hoodie)?
- Does your site search always serve a result to at least provide links to top content or popular products, as well as the homepage if a result comes up empty?
- Does your site search offer instructional copy in the case of no results?

# Complete User Experience Checklist (continued)

## CONTACT / HELP

- Are your phone numbers and/or addresses visible and written in a legible way that allows users to click them to make a call or get driving directions when on a mobile device?
- If you prefer not to list this information, is a contact button ever-present?
- If your site is complicated and a help section is required to fill out forms, navigate, obtain measurements, etc., is the information provided in an easy to digest manner?
- Should an image be used to convey info to the user or to show how a measurement should be obtained?
- If a Q&A / FAQ section exists, can the questions and answers be quickly and easily viewed?

## FORMS /CHECKOUTS

- Are the steps within your site's registration, contact form or cart checkout easily understood and categorized?
- Are steps broken up into clusters like name, address, billing, etc.?
- If the process is longer because it takes more actions or information to complete, are you clearly displaying the number of stages or pages so users can track their progress?
- If specific forms require a bit of thought or need some explanation, are you including this info either beside the form or through a pop-up box or link to another page opening in a new window? When in doubt, assume your audience needs a bit of help to understand.
- Are all mandatory form fields clearly illustrated with an asterisk or bolded font, and included at the beginning of the section/ category where it lives?
- Are all form fields marked "mandatory" truly mandatory at this time?
- Are there any portions of the form fields that can be auto-populated to make the experience even easier for users?

## ERRORS

- Are error messages easy to read and close to the problem when an incorrect action has occurred, like using the wrong password or missing a step?

## BROKEN LINKS

- Does a custom or active 404 page exist to improve ux when a broken link is clicked?

## PART 3

# Site Performance

## BROWSER COMPATIBILITY

- Have you used a cross-browser tool like BrowserStack, CrossBrowserTesting, Litmus or Browserling to make sure your site looks good on all browsers and all versions?
- Have you checked a site like What Browser to be sure you're personally using the most recent browser versions on your devices at all times?

## Complete User Experience Checklist (continued)

### SCREEN RESOLUTIONS

- Does your website look its best in all the various screen sizes and resolutions your visitors will be using on all the various options of a desktop, tablet, mobile, watch, etc.?
- If a problem arises on a specific device, have you referenced a site like mydevice.io to collect the actual viewport size to speed up the troubleshooting process?

### LOAD TIMES

- Do your pages take longer than five seconds to load? Have you tested pages on a service like Pingdom or PageSpeed Insights?
- When it comes to user interactions like clicking a link, opening an application, submitting a form, etc., does it take longer than one or two seconds?

## About Pace

Pace is North America's leading independent content agency, specializing in multichannel branded content solutions that fuel loyalty, CRM, marketing, digital and social programs for many of the world's largest brands. We have a staff of more than 330 professionals who are located in four offices across the U.S. – Greensboro, N.C.; New York, N.Y.; Dallas, T.X.; San Antonio, T.X; and Rogers, Ark. We help our clients navigate through the complex marketing landscape to develop programs that suit their needs to deliver targeted outcomes.