

User Experience Checklist

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The following checklist is an outline list of items for consideration when you have recently completed your website or embarking on a website development project. While not exhaustive, it should give a solid basis for assessing what you need to ensure that your website has a smooth user experience. We recommend using this checklist in conjunction with our Website Project Fundamentals eBook.

Approach your web project assuming that your customer cares little about your brand or company but is concerned with WIFM ('what's in it for me')? Consider that your customers' approach to your website is, 'how can I get where I want to go as quickly as possible?'

User Experience Checklist	Answer
Do you have clear conversion goals? You should have a clear route map for customers to take to ensure success for you and them	
Has your site been tested? It is best practice to get your site tested frequently by third parties and users	
Have you added customer reviews?	
Do you have on-site search? This is a very powerful functionality that is especially important for eCommerce websites	
Do you have a consistent look and feel across your website?	
Is the context clear? The customer should know where they are at any given point on the site e.g. if they are going through a buying journey, they should know where they are	
Is your video content effective? Ensure that your video content doesn't distract or impede your site conversion goals	
Are there clear and consistent calls to action (CTA) throughout your site?	
Can customers find what they're looking for?	

Is your site optimised for all devices? Ensure that the site works on all devices and browsers

