

webBusters' Website Usability Checklist

Site Design

- Company logo has a tagline, i.e. a brief one-liner explaining exactly what the company does.
- Company logo is larger than any other company's logo that appears on the website.
- Content is useful and relevant to the audience.
- Content is clear, concise and can be scan-read.
- Marketing lingo is avoided.
- Company contact details are provided.
- A user feedback form is available on-site.
- Information is grouped into logical units.
- Provides quick assistance if users forget usernames or passwords.
- Provides a privacy policy.
- The site has been tested on actual users.

Page Design

- Each page has a title.
- Logo is on top left corner of page.
- Horizontal scrolling is avoided.
- Frames are avoided.
- Limit home page to two screens.
- Limit any internal page to a maximum six screens.
- Layout is consistent throughout site.
- Ample white space is used.
- Long pieces of content, such as articles, begin with a short summary at top of page.
- Content can be scan-read. One point: one paragraph. Main points are bolded or bullet-pointed.
- Hyperlinks within content to other relevant content.
- A consistent footer appears on every page of the site.

Navigation

- Navigation is intuitive and intelligent, i.e. all navigation options need not appear on every page of the site.
- Navigation is structured so that users will go broad and deep. (Content on first-level pages, such as the home page, is short and enticing. As users go deeper into the site, content becomes longer and more detailed.)
- 'You are here:' breadcrumb trail appears on every page.

Search

- ❑ Search box on home page (preferably top right corner of page).
- ❑ Search option on every page: search box on main pages and search text link to Search page on more specialized pages.
- ❑ Link to Advanced search facility provided at end of initial Search results page. ('Did you not find what you were looking for? Try an advanced search.')

Text and Typography

- ❑ Font is at least 10 points in size.
- ❑ Avoid overly decorative font.
- ❑ Avoid heavy or fussy backgrounds.
- ❑ Avoid using all capital letters.
- ❑ Uses short paragraphs.
- ❑ Uses headings and sub-headings for text.
- ❑ Writing is grammatically correct.
- ❑ All content is spell-checked.

Links

- ❑ Uses visual cues to indicate hyper links.
- ❑ Place important links on the top of the page.
- ❑ Link text is understandable when read out of context.
- ❑ Ideally, links are blue and underlined.
- ❑ Links change colour and stay changed when clicked.

E-Commerce and Order Forms

- ❑ Shows product names and/or descriptions.
- ❑ Shows itemized costs.
- ❑ Shows total cost.
- ❑ Allows the user to change quantity easily.
- ❑ Provides an option to save the order and complete it later.
- ❑ Provides details on shipping options and charges.
- ❑ Provides shortcuts for repeat customers to make transactions faster.
- ❑ Provides security information.
- ❑ Secure pages have 'https' in the browser URL address field.
- ❑ Does not require users to register before making a purchase.
- ❑ Provides users with alternative offline method of ordering.

Colour and Backgrounds

- Uses no more than three main colours throughout the site.
- Avoids similar text and background colours. There is enough contrast between the two.
- Avoids red and blue together.
- Uses colour to show relationships and differences.
- Avoids coloured text, except for a hyperlink.

Graphics

- WIDTH and HEIGHT attributes are always specified in page source code.
- Uses a small library of graphics that are small in file size and are reused throughout the site.
- Uses meaningful ALT (alternative) text for all graphics.
- Uses text descriptions with graphics, if helpful.
- LONG DESC attribute is used in source code.
- Makes graphics linkable, as much as possible.

Forms

- Shows what data is required and optional.
- Groups data.
- Labels grouped data meaningfully.
- Forms are not completely cleared if a user fails to fill out a required form field.
- Adequate help information and field explanation is supplied.