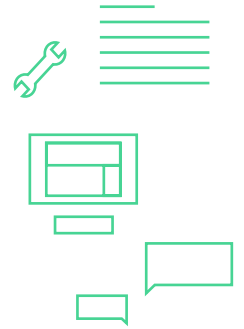# WEBSITE USABILITY: 155 TACTICS TO IMPROVE USER EXPERIENCE

PROJECT: _____

DATE: _____

ASSIGN TO: _____

COMMENTS: _____

_____

_____

Home Page Usability Tactics

- [ ] 001. There is a clear value proposition on the home page.
- [ ] 002. Your home page provides all the main options (with links) for use.
- [ ] 003. The design of your home page encourages users to explore more of your pages.
- [ ] 004. Your home page has a professional design.
- [ ] 005. There is a favicon on the tab.
- [ ] 006. The title of your home page has good visibility in search engines.
- [ ] 007. Your website has an SEO friendly URL.
- [ ] 008. Your logo is always at the top-left corner.
- [ ] 009. Your logo is clickable and makes users go to your home page wherever they are.
- [ ] 010. Navigation areas on the home page have no distraction.
- [ ] 011. Navigation choice order is in a task-oriented manner.
- [ ] 012. If you sell products, you should offer product categories on your home page.
- [ ] 013. The first-view design contains meaningful graphics and clear call-to-action
- [ ] 014. Your home page creates a positive first impression.
- [ ] 015. The area or links of your corporate information is accessible from your home page.
- [ ] 016. There is a search box at the top-right corner.

017. Your web design creates a consistent and recognizable look and feel.

018. The layout encourages users to focus attention on what to do next.

019. Each page shares a consistent layout.

020. Standard elements like navigation and privacy policy are easy to locate.

021. On every page, your logo is clickable at the top-left corner.

022. Your logo leads to your home page.

023. The background color groups items.

024. If you use several colors, make sure they work well together.

025. Your website avoids complicated backgrounds.

026. The most critical information is in the first view.

027. Your website avoids a long scroll-down as much as possible.

028. Users can use the site without scrolling horizontally.

029. Clickable items look pressable.

030. Hypertext links are easy to identify.

031. Your website avoids blue text or underlining for non-linked elements in sites.

032. Underlining is only for hypertext links.

033. The functionality of buttons is evident from their labels and design.

034. Clickable images include alt texts.

035. Buttons and links show different once users have clicked them.

036. The link users have clicked turns a different color.

037. Your website uses margins, especially near buttons.

038. GUI components are with appropriate use.

039. Fonts are consistent and readable.

040. Your website avoids capital letters and italic texts if possible.

041. Bold texts are for emphasizing important topic categories.

042. All graphics are standard and intuitive.

043. Graphics don't get users confused with banner ads.

044. There's the right balance between information density and the use of white space.

045. Labels, background colors, borders, and spacing make it easy to identify grouping items.

046. Each icon has a distinct look, but it makes good harmony.

047. The information that most users consume is easy to navigate from most pages.

048. Website structure is simple.

049. It is convenient for users to consume appropriate information and pages.

050. Your logo always locates at the top-left corner.

051. Global navigation choices are in a task-oriented manner.

052. The navigation system is broad.

053. Menu dropdowns should be vertical.

054. Your website uses local navigation if necessary to assist global navigation.

055. The standard elements of your website are available from every page.

056. Your website uses a sticky menu if needed.

057. There are no dead-ends pages to prevent users from doing extra work.

058. Your website locates navigation tabs at the top of the page.

059. Navigation items and hypertext links are jargon-free.

060. Icons make users understand the features intuitively.

061. The sitemap provides an overview of your website.

062. From every page in the footer, your sitemap is accessible.

063. Users can always see where they are on the site.

064. Your website avoids opening new windows.

065. Instructions and messages appear in the same place.

066. The site does not disable the browser's "Back" button, and it appears on the browser toolbar.

067. Clicking the back button takes the user back to the page users were.

068. Pagination is useful to organize.

069. Links and navigation labels contain the words that users use.

070. Links are consistent and recognizable from regular texts.

071. Links look the same in the different sections.

072. The hypertext links that open new windows are different from the ones that load another page.

073. A link to both the basket and checkout is visible.

074. Product pages contain links to related products for cross-selling.

075. Users can sort and filter pages.

076. When a mouse hovers something clickable, there's a visible change.

077. Users can navigate by arrows buttons and the enter key.

Search Usability Tactics

078. It is easy to edit and resubmit the search.

079. Search results are clear, useful and ranked by relevance.

080. The search interface contains a search box and a clickable button.

081. Your website places a search box at the top left corner on all pages.

082. Searches cover your entire website, not outside of the site.

083. The search results page makes it clear on the number of results.

084. Users can configure the number of results per page.

085. If there are no results for the search, the system offers suggestions for improving the query.

086. The search results page does not show duplicate results.

087. Your search box is long enough to see the entire search query.

088. The search field on mobile should be the entire width of the screen.

089. The search results page displays with useful information.

090. Search functionality provides automatic spell checking and gives synonym suggestions.

091. Search result pages highlight exact match keywords or synonyms on the result pages.

092. If you want to use an icon, it should be a simple magnifying-glass icon.

Content Usability Tactics

093. Your website offers unique and compelling content.

094. The texts on your website are clear and concise.

095. Texts align left, not right.

096. The minimum text size is 14 px.

097. Your font reflects your brand personality.

098. Contents have a clear information hierarchy.

099. Texts are an inverted pyramid style.

100. The writing should be the 8th-grade level.

101. Texts should avoid long capital-letter words if possible.

102. Your website uses the active voice.

103. Texts avoid difficult terminology, abbreviations, and acronyms.

104. Pages use bulleted and numbered lists for readability.

105. Contents are quick to scan, with ample headings and short paragraphs.

106. Your website uses maps, diagrams, graphs, flowcharts, and other visual contents.

107. Each page has a descriptive and useful title.

108. Links and link titles are descriptive and predictive.

109. Headings and subheadings are short, straightforward and descriptive.

110. Numbered lists start at "1" not at "0".

111. Your website uses easy-to-read text colors against a background.

112. There are proper margins between texts, lines, headings, and paragraphs.

113. The web contents on your website are print-friendly.

Web Forms Usability Tactics

- [ ] 114. When a form is incomplete, your website makes it easy to correct errors.
- [ ] 115. There is consistency between data entry and data display.
- [ ] 116. Users can submit forms by entering essential requirements.
- [ ] 117. There is a clear distinction between "required" and "optional" fields.
- [ ] 118. Your website states what information is required for the form.
- [ ] 119. Text entry fields tell the amount and the format of data that users need to enter.
- [ ] 120. Field labels should be outside the text field.
- [ ] 121. The fields on forms contain hints or examples.
- [ ] 122. Forms allow users to stay with a single interaction method.
- [ ] 123. Your website shows the steps to completion.
- [ ] 124. Before users submit forms, your website validates the form entry.

- [ ] 125. After users complete forms, your website doesn't ask for extra information.
- [ ] 126. The site automatically enters formatting data such as $ and %.
- [ ] 127. Field label texts on forms explain what the entries are.
- [ ] 128. The form boxes on forms are long enough to see what users answer.
- [ ] 129. The form grouped questions on forms logically.
- [ ] 130. Each group on forms has a heading.
- [ ] 131. Form labels and fields align in a single vertical line for fast scanning
- [ ] 132. The questions are in clear, simple language.
- [ ] 133. Your website avoids only text entry fields by using radio buttons and checkboxes.
- [ ] 134. If users click the "Back" button, your website restores the information and doesn't ask them to re-enter.
- [ ] 135. An error message appears when users make mistakes.

Error Tolerance Usability Tactics

- [ ] 136. Users can use your website intuitively.
- [ ] 137. Your custom 404 page shows how to find the missing page and links to a search.
- [ ] 138. When users complete tasks, your website provides clear feedback.
- [ ] 139. There is helpful and immediate feedback on users' input or actions.
- [ ] 140. The FAQ or help provides step-by-step instructions to help users for task completion.
- [ ] 141. It is easy to get help in the right form and at the right time.
- [ ] 142. Confirmation pages are clear.
- [ ] 143. Before changing a page with new formats, it requires user confirmation.
- [ ] 144. It is obvious when and where an error has occurred.
- [ ] 145. Error messages contain clear instructions on what to do next.

- [ ] 146. Your site informs users when a response takes time.
- [ ] 147. Pages load as quick as possible.
- [ ] 148. When you give instructions, pages tell users what to do rather than what to avoid doing.
- [ ] 149. Help is clear and direct without jargon and buzzwords.
- [ ] 150. No quick timeouts are requiring the user to write down information.
- [ ] 151. Appropriate selection methods are available as an alternative to typing.
- [ ] 152. There is a line space between clickable items to avoid multiple or incorrect hits.
- [ ] 153. Your website uses auto-suggest and prevents users from making errors.
- [ ] 154. The site provides more detail about error messages if required.
- [ ] 155. It is easy to undo and redo actions.