

	Item	✓	Comments
	NAVIGATION		
1	Navigation is intuitive, simple and logical		
2	It should be obvious which you are on at all times		
3	Hit areas are touch friendly		
4	It should be easy to navigate to the Home page		
5	Clear and consistent way to go back on every screen		
6	It's easy to access your key tasks		
7	Non essential links / content should have a lower priority		
8	Don't overload menus with items		
9	Menu drawer button should be clearly labelled		
10	Labels and buttons are clear and concise		
11	Call To Action buttons have a high contrast		
12	Search is clearly visible		
13	Hyperlinks don't open main pages in a new tab		
	LAYOUT		
14	Make use of a single column layout for responsive design		
15	Ensure pages fit the width of the screen		
	CONTENT		
16	Content is concise and clear		
17	Speak the users' language (not technical)		
18	Error messages are free of technical language		
19	Error messages clearly explain how to correct the problem		
20	Any help text should be clear and unambiguous		
21	Ensure Search results are relevant		
	READABILITY		
22	Font type, size and spacing ensures good readability		
23	Don't overload the design with colour.		
24	Use colour consistently e.g. the same colour for hyperlinks		
25	Use large product photos / imagery		
26	Don't embed text into your product photos / imagery		
27	Colours used provide good contrast and readability		
28	Icons are intuitive		
	INTERACTION		
29	Make use of natural gestures e.g. swiping to navigate photo galleries		
30	Allow pinch to zoom into product photos / imagery		

31	UI elements provide visual feedback when pressed		
32	Ensure any visual feedback is not obscured by the user's finger		
33	If changes can be made, ensure there is a 'save' button (gives peace of mind)		
34	Present users with a confirmation option when deleting		
35	Allow users to tailor frequent actions to make them easier and quicker to do		
36	For data heavy sites, ensure filters are available		
	FORMS		
37	Keep to a minimum the amount of information required in forms		
38	Keep a single column form layout to allow easy scanning down the page		
39	Use clear and concise labels		
40	Place labels above form elements		
41	Use the simplest input method for each form entry		
42	Use real time validation to reduce form errors		
43	Use a visual calendar to select dates		
44	Use progress indication to breakdown the steps in a multi-page form		
45	Ensure form fields are not repeated and only entered once		
	TECHNICAL		
46	Minimize page load time		
47	Optimize the size of page elements and code required for each page load		
48	Ensure page elements load in a logical order		
49	Test on many devices		
50	Implement analytics		