

Value

1. Does the landing page(s) provide evidence that the specified user goals can be completed?
2. Is the content that’s required to support the specified user goals available where needed?
3. Is the functionality that’s required to support the specified user goals available where needed?

Navigation

4. Are menu category and subcategory names clear and mutually exclusive?
5. Are content and functionality classified logically?
6. Is the wording in hyperlinks and controls clear and informative?
7. Are task flows for the specified user goals efficient?
8. Are keyword-based searches comprehensive and precise?
9. Are search results presented in a useful interface?

Presentation

10. Does site content use language that’s easy to understand?
11. Does the site use graphics, icons, and symbols that are easy to understand?
12. Is text legible?
13. Do text formatting and layout support easy scanning?
14. Do layouts use space effectively?
15. Are form fields and interactive elements placed logically in the display?
16. Are interactive elements easily recognizable?
17. Do interactive elements behave as expected?
18. Does the site accommodate users’ range of hand-eye coordination?

Trust

19. Does the site present privacy and security policies in context?
20. Do location cues orient users?
21. Does site functionality provide clear feedback in response to users’ actions?
22. Does the site allow users to reverse completed actions?
23. Is contextual help available where needed?
24. Does the site help users avoid and recover from errors?
25. Does the site perform well?