

25 Point Usability Checklist

Orientation	Good	Fair	Poor
1 The site is in the official WSU templates (brand.wsu.edu)			
2 The scope of the products and services are visible and quickly understood on the homepage			
3 The WSU navigation / search system appears website-wide			
4 The user's current location is always identified, following the WSU template standard			
5 Clear interaction feedback is available at all times (E.g. progress bars, confirmation screens)			
Navigating	Good	Fair	Poor
6 All major parts of the website are accessible from the home page			
7 Navigation options in the menu and on the page are clear, visible, and scannable			
8 Related topics are located together			
9 Users can easily return to the home page or relevant starting point and can easily exit from all pages.			
10 The back button is always available and allows the return to the previous page (no opening of new windows)			
Labeling	Good	Fair	Poor
11 Terms or labels are mutually exclusive, especially in navigation (terms not redundant or confusing)			
12 Labels are simple and in terms that users understand			
13 The destination of navigation links is predictable (delivers the visitor to the promised content on the correct page)			
14 Abbreviations and acronyms are not used; or, when used they are clear and obvious to the user			
15 Each page has a clear title related to other labels around it			
16 Browser window page titles are unique and coordinated with the navigation and page title (Default: page title website name Washington State University)			
17 Contact information has a clear path to it website-wide.			
Visual & Information Design	Good	Fair	Poor
18 WSU template, fonts, and color palette is used and usage is consistent site-wide			
19 There is a clear visual hierarchy of heads, and subheads, options, and labels on each page			
20 Page layout is clear with a sufficient amount of white space			
21 Headings, bulleted lists, and links to assist scanning are used liberally			
22 Paragraphs are short			

23 Keywords or terms are front-loaded in paragraphs and lists to assist scannability. Eye tracking studies show readers scan down the left side of content rather than reading it.			
24 Font size is legible			
25 Calls to action (e.g. register, apply, submit, add to basket) are clear, well labeled, and appear clickable			

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