

An Ultimate Checklist for

WEBSITE UI/UX



User Interface and User Experience are the key terms nowadays when it comes to design a website or a mobile application. You can take website UI/UX to the next level if you consider some small but very essential design elements.

User Interface

User Interface (UI) is a series of screens, pages, and visual elements like buttons and icons – that user can use to interact with a device. It is the elements, graphics and the effects used while designing.

User Experience

User Experience is the internal experience that a person has as they browse through the website. It is not limited to the visual appearance of the website but it highly depends on the usability, accessibility, simplicity and the value that UX provides to the users

Website UI and UX are generally talked together as both these elements are equally important for great website design and can be achieved with the help of each other.

About Checklist

You may miss some of the design aspects that may affect the website UI/UX. Missing out small details is very obvious for any designer. That is the reason we have created a website design UI/UX checklist that will help you create user-friendly designs. Make sure you tick all the boxes in the list before delivering the design.

We have breakdown the checklist into

1. User Experience Design
2. Homepage design
3. Website layout
4. Website navigation
5. Website accessibility
6. Content
7. Contact forms

User Experience Design

User experience refers to the internal feel that user goes through while browsing the websites. It depends on lots of attributes like design, user's intention, user's perception or expectation, color combination etc. Here is the list of few things that one should check to offer better user experience through design.

- Website provides real value to the users
- Website is accessible from all devices and browsers
- Website is credible
- Offering personalized features
- Proximity and proper alignment
- Offering clear product and service information
- Have transparent pricing
- Reserved uppercase words for labels, headers, or acronyms
- Content is unique and user centric
- Listen to user queries and feedbacks

Home Page Design

Website homepage is the first and most important page that comes in users notice. Just like newspaper shows the important news on the front page, it is essential to display the most important content on the website home page. Here are the tips that will help you design creative and effective home page of the website.

- Design is encouraging users to explore website further
- It shows all important service and product
- Design is easy to understand and take action
- URL is short and easy to remember
- Relevant and high-quality images and videos are used
- Have links to all sub-pages
- Have clear location and contact information
- All major changes/updates are easily recognizable on home page
- Have clear call to action
- Have link to privacy policy and terms & condition page
- Page loads quickly in all devices
- Use high quality and unique Images
- Involve your corporate culture

Website Layout

Knowing user's perception and user interest helps you design the layout that user wants to see. The layout is the foundation of any website. Once you know user's interest, you can follow below things to make sure you have designed the perfect layout for your target audience.

- It is responsive website layout
- Important content is shown first
- All information is displayed properly
- There is less distraction
- Fewer pop-ups
- Consistency in design and information
- You have multiple sign-in options
- Have links to relative pages
- Extend elements through the fold
- Adopt balanced color scheme

Website Navigation

Website navigation is how users move from one page to another. It should be easy to understand and focused towards the website goal. Below checklist will help you develop a nice and strategic navigation system for your website.

- Navigation is consistent and appropriate on every page
- Main navigation is easy to identify and understand
- Logo is linked to home page
- It is easy for users to identify where they are on website
- Have optimized URL structure
- All important links are easily noticeable
- There isn't any alphabetical sorting for links
- All links are descriptive and working
- There are clear navigation labels
- Website search is working properly
- Main keywords within content are linked to appropriate pages
- Whole navigation path is focused towards the ultimate goal of the website
- Have clear call to action on each page
- Have meaningful and helpful 404 error page

Website Accessibility

A website must be accessible for both users and search engines. Make sure your website is accessible from all devices and browsers. Also, you need to properly use all HTML attributes to make a website accessible by the search engine.

- You have responsive website design
- Used attractive and suitable colors
- Content is readable
- Properly used font style, size and spacing considering the mobile devices
- User-friendly navigation
- Have unique meta tags (Meta title, Meta keywords, Meta description etc.) for each page
- Cleverly used Header tags targeting specific keywords
- Progress indicator for multi-step workflows
- All UI elements are authentic and accessible
- Users can easily recover from errors
- Every image on the website has unique image alt tags
- Every web page is accessible by the search engine crawler
- Site loading time is reasonable

Content

Content is the most important aspect of any website from both user and search engine's perspective. Search engine always looks for the fresh and unique content and users want the content that offers the real value to their queries. Here is the list that will help you optimize the content for better user experience

- Content is unique and not copied from anywhere on the web
- It offers real value to user's queries
- Content is easy to understand and visually appealing
- Have added your brand favicon
- Easily readable
- Written in common language
- Have proper title, sub-title and paragraph structure
- Used relevant and high-resolution graphics
- Content is grammatically correct
- Proper linking within the content
- Critical content is above the fold
- Ads and pop-ups are unobtrusive
- Major heading are clear & descriptive
- Copyright date indicates the current year
- Company contact details are accurate throughout the website
- Generic content has been properly removed and replaced

Contact forms

Forms are the most important element of any website. A well-designed form can help you drive more online conversion. Here is how you can design a form that users love to fill out.

- Form is simple and easy to understand
- Asked for necessary details only
- Fields are labeled with common terms
- Highlighted necessary fields
- There isn't any long dropdown
- Have proper error messages
- Avoid any distractions
- Give tips to fill form correctly
- Have submission confirmation message
- Have as less fields as required

This is your well-defined checklist, if you are looking to be creative with your next website design. You don't need to change how you design; you just need to be sure that you tick most of the boxes in the list that is related to your design.

To end the checklist, here we have few inspiring quotes from experts for UI/UX designers.

Users are not always logical, at least not on the surface. To be a great designer you need to look a little deeper into how people Think and Act.

- Paul Boag
@boagworld

A great user interface is so seamless that we don't even think about it... But a poor user experience tends to make us frustrated, impatient, even angry – And we inherently remember that negative experience for a longer time

- Justin Mifsud
@justinmifsud

The next generation of UX is upon us. Their context is touch, mobility and speed. Reaching them requires intuitive design. For better or worse, they are mobile first.

- Jon Fox
@jonfoxux

**I hope this checklist will help you design better
UI/UX for your next website.**



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