

Consider the User Experience & Usability of Your Website



Navigation & Organization.

- Is the site's organization and functionality straight-forward and obvious?
 - Is content grouped into logical and consistent groups?
 - Is navigation priority obvious and divided into primary navigation (main sections), secondary navigation (subsections), and utilities (e.g. About us, Contact Us, Privacy Policy, Terms of Use, etc.)?
 - Is there a reasonable number of navigation choices? (Generally no more than 7-9 choices per level.)
 - Are the following elements in the same place on every page: logo, primary navigation, secondary navigation, utilities, breadcrumbs, copyright?
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Design.

- Does the site have a consistent, clearly recognizable "look-&-feel"? (theme)
 - Is it obvious which elements are "clickable"?
 - Is there good color contrast? (No dark text on a dark background, or light text on a light background.)
 - Is the font-size readable, including in image captions and footer information?
 - Is the interface obvious and intuitive to the point that anyone can tell you what the page is about and how to use it? (Even your grandma.)
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Branding.

- Is the site's "look & feel" in harmony with other printed & visual materials? Does everything look like it comes from the same company? (Does your Shop page share the same theme/identity as your blog?)
 - Does the shop tagline effectively convey the shop's purpose? Is it appropriately placed, and easy to find?
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Content.

- Is important information "above the fold?" Content should be in an inverted pyramid writing style, beginning with the most important information followed by less important information, followed by even lesser important information?
- Is text broken up for easy scanning using headlines, bullets, lists and frequent paragraph breaks?





Tasks.

- Have tasks been mapped in a process flow, accounting for all possible outcomes?
 - Is the workflow, regardless of complexity, logical?
 - Is it clear where to go next?
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Technical.

- Does the site appear the same in major browsers? On PC and Mac?
 - Are there alt tags on images? Are your images named for SEO?
 - Is there a sitemap for search engines in the root directory? Is there one for users too?
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Automatic Fail.

- Splash pages.
- Blinking text.
- Giant error messages. Especially giant RED error messages.
- IN ALL CAPS.
- Error messages with exclamation points!!!!!!!!!!
- Error messages that blame the user.
- Mystery meat navigation. (The classic mystery meat navigation example is Saturn's 1998 website, featured on Web Pages That Suck.)
- Anything that flies.
- Unnecessary wordiness.
- Content that begins with the phrase "In this section we will..."
- Instructions – people don't read them. (Show, don't tell.)
- Too much navigation (I once reviewed a website that had 8 levels of navigation on one page. EIGHT! It was a veritable page of navigation.)
- Drop down menus that go beyond (3) levels deep.
- "Coming soon." Express fail if there's an image of yellow-vested road workers digging with little moving shovels.



Normal Modes

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