

25 Point Usability Checklist

Orientation	Good	Fair	Poor	Comments
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 spine navigation / search system appears site-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	Comments
6 All major parts of the site are accessible from the home page				
7 Navigation options in the spine 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	Comments
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 descriptor section/topic name site name)				
17 Contact information has a clear path to it site-wide.				
Visual & Information Design	Good	Fair	Poor	Comments
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				