Usability Checklist

Architecture and Navigation

Where are you?
Is the navigation scheme clear?
How do you find what you want?
Are links clearly marked?
Is there a site map?
Does every page make it clear which web site you're in?
Is the language used for the navigation appropriate?

Layout and Design

Is there good contrast?
Is layout consistent between pages?
Is there a clear focal point on each page?
Does the layout work visually?
Is the layout cluttered?

Content

Is the text clear and concise?
Is text organized in small chunks?
Is there a product detail page?
Are there product detail views?

Graphics

Is image quality adequate?
Do the images include size information?

Color

Is the choice of colors appropriate for site?
Are too many colors used?
Are colors used consistently?
Are graphics colors working together?
Do color choices work in grayscale?

Typography

Is the text legible?
Is the font size large enough?
Is the font color appropriate and is there sufficient contrast?