

University Libraries Heuristic Evaluation Checklist

Website Name:

Website URL:

Heuristic	Rating	Comments
Appearance/Aesthetics – First impression are important – it can make the difference between users staying or leaving your site.		
Primary goal/purpose is clear	☆ ✓ ✗	
Clean, simple design	☆ ✓ ✗	
Pleasing color scheme	☆ ✓ ✗	
Appropriate use of white space	☆ ✓ ✗	
Consistent design	☆ ✓ ✗	
Text and colors are consistent	☆ ✓ ✗	
Icons are universally understood	☆ ✓ ✗	
Images are meaningful and serve a purpose	☆ ✓ ✗	
Content – Users are at your site for the content – make it easy for them to find and use your site.		
Major headings are easy to understand	☆ ✓ ✗	
Easy to scan	☆ ✓ ✗	
Minimal text/information presented	☆ ✓ ✗	
Clear terminology, no jargon	☆ ✓ ✗	
Links are clear and follow conventions	☆ ✓ ✗	
Help is available on every page	☆ ✓ ✗	
Important content is above the fold	☆ ✓ ✗	
Search box is easy to identify and easy to use	☆ ✓ ✗	
Navigation – Makes getting around your site easy and takes out the guess work of a user's visit.		
Consistent Navigation	☆ ✓ ✗	
Easy to identify your location on the site (breadcrumbs, headers, colors)	☆ ✓ ✗	
Consistent way to return Home	☆ ✓ ✗	
Limited number of buttons & links	☆ ✓ ✗	
Organization of information makes sense	☆ ✓ ✗	
Efficiency/Functionality – Following basic rules will keep user frustration to a minimum.		
Website loads quickly	☆ ✓ ✗	
Custom 404 errors	☆ ✓ ✗	
Error messages are meaningful	☆ ✓ ✗	
Login is in upper right corner of page	☆ ✓ ✗	
Proper etiquette for links off site	☆ ✓ ✗	
Contact information is easy to find	☆ ✓ ✗	
Login is easy to find	☆ ✓ ✗	
Hours are easy to find	☆ ✓ ✗	
No broken Links	☆ ✓ ✗	
User know the status of searches	☆ ✓ ✗	
User knows if they are logged in/out	☆ ✓ ✗	
System supports undo & redo	☆ ✓ ✗	
System has emergency exits	☆ ✓ ✗	
Forms autofill and calculate when practical	☆ ✓ ✗	

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References

Neilson Norman Group. (2005). *10 Usability Heuristic for User Interface Design*. Retrieved from Neilson Norman Group: <http://www.nngroup.com/articles/ten-usability-heuristics/>

Nielsen, J. (1993). *Usability Engineering*. San Diego, California: Academic Press.

User Effect. (2009). *25-point Website Usability Checklist*. Retrieved from User Effect: <http://www.usereffect.com/download/checklist.pdf>