

Usability evaluation checklist for online retailing

This brief checklist is an aid to evaluating a retail web sites for usability. It is specifically aimed at online retailing.

Getting around the site ('navigation')

	Yes	No	Notes
The current location is always clear ('Where am I?')	<input type="checkbox"/>	<input type="checkbox"/>	
There is always a clear link to the Home page	<input type="checkbox"/>	<input type="checkbox"/>	
Site structure is as simple as possible	<input type="checkbox"/>	<input type="checkbox"/>	
Technical jargon is avoided	<input type="checkbox"/>	<input type="checkbox"/>	
No unnecessary plug-ins are used	<input type="checkbox"/>	<input type="checkbox"/>	
Pages are less than 50Kb in size (to minimize download time)	<input type="checkbox"/>	<input type="checkbox"/>	

Finding products

	Yes	No	Notes
Customers can search for products in a variety of ways	<input type="checkbox"/>	<input type="checkbox"/>	
There is an easy-to-use Product Search function	<input type="checkbox"/>	<input type="checkbox"/>	
Good product descriptions are provided	<input type="checkbox"/>	<input type="checkbox"/>	
Products are categorized clearly	<input type="checkbox"/>	<input type="checkbox"/>	

Purchasing

	Yes	No	Notes
Purchasing procedure is clear and simple	<input type="checkbox"/>	<input type="checkbox"/>	
Credit Cards are accepted	<input type="checkbox"/>	<input type="checkbox"/>	
Credit card payments are secure (SSL)	<input type="checkbox"/>	<input type="checkbox"/>	
Company has a clear and easy-to-find privacy policy	<input type="checkbox"/>	<input type="checkbox"/>	
There is a clear and easy-to-find returns policy	<input type="checkbox"/>	<input type="checkbox"/>	
Customers can pay by phone	<input type="checkbox"/>	<input type="checkbox"/>	
Company has clear instructions on shipping	<input type="checkbox"/>	<input type="checkbox"/>	
Company has good support for rural shoppers	<input type="checkbox"/>	<input type="checkbox"/>	
Customers can abandon an order easily	<input type="checkbox"/>	<input type="checkbox"/>	
Customers can cancel an order easily	<input type="checkbox"/>	<input type="checkbox"/>	

Customer Service

	Yes	No	Notes
Email support is available	<input type="checkbox"/>	<input type="checkbox"/>	
Telephone support is available and numbers are easy to find			
All graphic links are also available as text links (for visually impaired)	<input type="checkbox"/>	<input type="checkbox"/>	
All images have ALT text assigned (for visually impaired)	<input type="checkbox"/>	<input type="checkbox"/>	

Error prevention and correction

	Yes	No	Notes
Errors do not occur unnecessarily	<input type="checkbox"/>	<input type="checkbox"/>	
Error messages are clear and useful	<input type="checkbox"/>	<input type="checkbox"/>	

Layout and Visual clarity

	Yes	No	Notes
The layout is clear	<input type="checkbox"/>	<input type="checkbox"/>	
Unnecessary animation is avoided	<input type="checkbox"/>	<input type="checkbox"/>	
The pages are uncluttered	<input type="checkbox"/>	<input type="checkbox"/>	
The layout is appealing	<input type="checkbox"/>	<input type="checkbox"/>	