

# Checklist for (some) UX basics - Retail

## Findability

- Folded out search bar
- Auto-complete in search
- Spelling suggestions in search
- First search result is the most relevant
- Suggestions when no search results are found
- Previous searches are saved without log in
- Search result is easily scanned
- Filtering is available and prominent
- Multiple filters can be applied
- Amount of results are shown by filters

## Product pages

- Key info (delivery and returns policy, size, colour, weight)
- Info in a set pattern makes it easy to compare (bullet points)
- Out of stock is indicated at earliest opportunity
- Zoomable product images
- Products can be favorited and saved to a guest wishlist
- CTA is prominent within a short scroll from the top of the page
- Scarcity principle is leveraged when stocks are low
- Scroll position is remembered
- Users can see how to move between multiple images

## Registration & conversion

- When "Buy" is selected, sessions don't time out within 30 min
- Prices include all unavoidable costs as early as possible
- The final price is displayed through funnel
- Possible to convert as guest
- Mistakes in forms are highlighted in real time with instructions for correct info
- Checkout is simplified by either Autofill, card scan, or solutions like Paypal / Apple Pay / Google Pay / Payment request API
- The appropriate keyboard for the field type is shown

## Mobile design

- All pages optimised for mobile
- Links never open new browser tabs unless indicated
- Phone numbers are clickable to make calls
- Touch targets are large enough for thumbs
- No unrequested pop-ups or interstitials
- Text labels under icons
- Carousels are avoided or used in moderation
- When waiting, show activity
- Landing pages aren't cluttered
- All pages are HTTPS



# Checklist for (some) UX basics - Travel

## Findability

- Search lets users select location(s), date and no of travellers and is above the fold
- When outgoing date is selected, calendar for return date defaults to a date the outbound date
- Calendar allows users to move between months with ease
- For accommodation, list can be viewed as a map too
- Auto-complete & spelling suggestions in search
- Suggestions when no search results are found
- Search result is easily scanned
- Filtering is available and prominent

## Product pages

- Key info (cancellation policy, baggage allowance, room type, amenities, etc) on product page
- Info in a set pattern makes it easy to compare (bullet points)
- When a travel option or hotel is fully booked, it's indicated at earliest opportunity
- Hotels/travel options can be favorited and saved to a guest wishlist
- CTA is prominent within a short scroll from the top of the page
- Scroll position is remembered
- Users can see how to move between multiple images

## Registration & conversion

- When "Book" is selected, a session timeout countdown is shown when limited availability
- Prices include all unavoidable costs as early as possible
- The final price is displayed through funnel
- Possible to convert as guest
- Mistakes in forms are highlighted in real time with instructions for correct info
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- The appropriate keyboard for the field type is shown

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# Checklist for (some) UX basics - Finance

## Findability

- Following a Google search, users are deep-linked to the most relevant landing page
- Key actions are visible on homepage (e.g. Apply now)
- The content grouping is distinct, clear and prioritised
- An interactive tool is provided to help customers find the right product, including calculators
- Auto-complete & spelling suggestions in search
- Suggestions when no search results are found
- Search result is easily scanned and contain relevant results
- Filtering is available

## Product pages

- Key info (APR, key benefits, etc) on product page
- If appropriate (e.g. on comparison sites) info in a set pattern makes it easy to compare (bullet points)
- High quality graphics / images / videos are available across the site
- CTA is prominent, generally within a short scroll from the top of the page
- The product / service can be easily shared via both a CTA and a copyable URL

## Registration & conversion

- When "Apply" (or similar CTA) is selected, sessions don't time out within 30 min
- Form field requirements are explained as necessary
- The correct keyboard for the field type is shown
- Supports auto-fill for all form fields
- Mistakes in forms are highlighted in real time with instructions for correct info
- Within a form, users can navigate back and forth without losing inputted info
- The appropriate keyboard for the field type is shown

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- Text labels under icons
- Carousels are avoided or used in moderation
- When waiting, show activity
- Landing pages aren't cluttered
- All pages are HTTPS

