

## Usability Guidelines Quick Reference Checklist

This quick reference guide is to ensure usability best practices in website and application development and is an important subset of the complete [Web Usability Best Practices](#). Websites and applications must also meet the [HHS Accessibility Guidelines](#).

Usability Standard	Achieved?
1. Provide content that is engaging, relevant, and appropriate to the audience. Display important content first. Avoid long instructions or “welcome to our website” text.	Yes <input type="checkbox"/> No <input type="checkbox"/>
2. Write content with common language that users easily understand. Use plain language, <a href="#">respectful language</a> , and avoid jargon for general audiences. Resources: <a href="#">PlainLanguage.gov</a>	Yes <input type="checkbox"/> No <input type="checkbox"/>
3. Organize information on each page so that it shows a clear and logical structure.	Yes <input type="checkbox"/> No <input type="checkbox"/>
4. Group related information and functions to decrease time spent searching or scanning.	Yes <input type="checkbox"/> No <input type="checkbox"/>
5. Ensure content is easy to visually scan. Use short paragraphs, descriptive headings, and lists. Use charts, graphs, and other images in place of large blocks of text. Provide accessible text alternatives for all meaningful images.	Yes <input type="checkbox"/> No <input type="checkbox"/>
6. Design websites and applications to be responsive and effective regardless of screen resolution size (e.g., desktop, tablet, and mobile).	Yes <input type="checkbox"/> No <input type="checkbox"/>
7. Design, develop, and test to current web standards (e.g., HTML, CSS) rather than specific browser requirements (e.g., IE 10, Chrome 40). Resources: <a href="http://www.w3.org/standards/webdesign/">http://www.w3.org/standards/webdesign/</a>	Yes <input type="checkbox"/> No <input type="checkbox"/>
8. Place primary navigational elements, important content, and site search in a consistent location on each page, preferably towards the top of the page, where users are more likely to encounter them.	Yes <input type="checkbox"/> No <input type="checkbox"/>
9. Ensure links are easily recognizable, focusable, and operable. Avoid underlining text that isn’t a link. Check for broken links. Resources: <a href="#">W3C Link Checker</a>	Yes <input type="checkbox"/> No <input type="checkbox"/>
10. Use images and videos that are relevant and meaningful. Use high-quality images, videos or photos that are optimized for the Web.	Yes <input type="checkbox"/> No <input type="checkbox"/>
11. Ensure that clickable images are either labeled or have obvious visual indicators that they are clickable.	Yes <input type="checkbox"/> No <input type="checkbox"/>
12. Ensure there is optimal contrast between the text and background. Resources: <a href="#">Colour Contrast Analyser</a> and <a href="#">Check My Colours</a>	Yes <input type="checkbox"/> No <input type="checkbox"/>
13. Conduct usability testing with target users whenever possible.	Yes <input type="checkbox"/> No <input type="checkbox"/>