Website Usability Audit

Date: _____
Auditor: _____
Website/Project: _____

Scoring Guide

- **1:** Poor – Major usability issues; does not meet standard criteria.
- **2:** Fair – Some issues that hinder usability.
- **3:** Good – Meets basic usability criteria, but could be improved.
- **4:** Very Good – Exceeds basic criteria; minor improvements needed.
- **5:** Excellent – Outstanding usability; best practices are fully implemented.

Note: Multiply the raw score for each criterion by its weight (see each section's weight factor) to get the weighted score.

Section 1: General Usability Principles (Weight Factor: 1.5)

Overall impressions of the site's ease-of-use and clarity.

1. **Don't Make Me Think:**
   - **Score (1-5):** _____
   - **Weighted Score:** _____ (Score x 1.5)
   - **Qualitative Comments:**
     Example: "The homepage clearly communicates its purpose with a bold headline and prominent call-to-action."
2. **How We Really Use the Web:**
   - **Score (1-5):** _____
   - **Weighted Score:** _____ (Score x 1.5)
   - **Qualitative Comments:**
     Example: "Content is well-organized for quick scanning using bold headings and summaries."
3. **Usability as Common Courtesy:**
   - **Score (1-5):** _____
   - **Weighted Score:** _____ (Score x 1.5)

- ○ **Qualitative Comments:**
  Example: "Minimal distractions; the user flow is efficient and intuitive."

Section 2: Visual Hierarchies & Layout (Weight Factor: 1.2)

The design's visual structure and organization of information.

1. **Clear Visual Hierarchies:**
   - ○ **Score (1-5):** _____
   - ○ **Weighted Score:** _____ (Score x 1.2)
   - ○ **Qualitative Comments:**
     Example: "Main messages are highlighted through size and color contrast."
2. **Whitespace & Negative Space:**
   - ○ **Score (1-5):** _____
   - ○ **Weighted Score:** _____ (Score x 1.2)
   - ○ **Qualitative Comments:**
     Example: "The layout uses ample spacing to avoid clutter."
3. **Satisficing Behavior (Guiding Users Quickly):**
   - ○ **Score (1-5):** _____
   - ○ **Weighted Score:** _____ (Score x 1.2)
   - ○ **Qualitative Comments:**
     Example: "Navigation options are prioritized, reducing decision fatigue."

Section 3: Navigation & Site Architecture (Weight Factor: 2.0)

The clarity and consistency of navigation and site structure.

1. **Conventional Navigation:**
   - ○ **Score (1-5):** _____
   - ○ **Weighted Score:** _____ (Score x 2.0)
   - ○ **Qualitative Comments:**
     Example: "Standard top menu with clear labels that match user expectations."
2. **Breadcrumbs & Site Structure:**
   - ○ **Score (1-5):** _____
   - ○ **Weighted Score:** _____ (Score x 2.0)
   - ○ **Qualitative Comments:**
     Example: "Breadcrumb trails are visible on product pages."

3. **Simplify Navigation:**
   - **Score (1-5):** _____
   - **Weighted Score:** _____ (Score x 2.0)
   - **Qualitative Comments:**
     Example: "Menus are concise and well-organized, minimizing click depth."

Section 4: Content & Writing (Weight Factor: 1.0)

The clarity, conciseness, and effectiveness of written content.

1. **Omit Needless Words:**
   - **Score (1-5):** _____
   - **Weighted Score:** _____ (Score x 1.0)
   - **Qualitative Comments:**
     Example: "Text is concise and free of redundant phrases."
2. **Effective, Scannable Writing:**
   - **Score (1-5):** _____
   - **Weighted Score:** _____ (Score x 1.0)
   - **Qualitative Comments:**
     Example: "Use of bullet points and subheadings improves readability."
3. **Homepage Essentials:**
   - **Score (1-5):** _____
   - **Weighted Score:** _____ (Score x 1.0)
   - **Qualitative Comments:**
     Example: "Homepage quickly answers 'Who are we?' and 'What can I do here?'"

Section 5: Interactive Elements & Links (Weight Factor: 1.5)

The clarity of clickable elements and interactive feedback.

1. **Clickable Areas & Affordance:**
   - **Score (1-5):** _____
   - **Weighted Score:** _____ (Score x 1.5)
   - **Qualitative Comments:**
     Example: "Buttons are visually distinct with hover effects that suggest interactivity."
2. **Link Conventions:**
   - **Score (1-5):** _____

- Weighted Score: _____ (Score x 1.5)
- **Qualitative Comments:**
   Example: "Links use standard blue/underline conventions and descriptive text."
3. **States for Interactivity (Hover, Active, Focus):**
   - **Score (1-5):** _____
   - **Weighted Score:** _____ (Score x 1.5)
   - **Qualitative Comments:**
      Example: "Elements provide clear visual feedback on hover and click."

Section 6: Forms & Input Fields (Weight Factor: 2.0)

The effectiveness and ease of interaction with forms and input elements.

1. **Keep Forms Simple:**
   - **Score (1-5):** _____
   - **Weighted Score:** _____ (Score x 2.0)
   - **Qualitative Comments:**
      Example: "Forms only request essential information and are not overwhelming."
2. **Clear Form Design:**
   - **Score (1-5):** _____
   - **Weighted Score:** _____ (Score x 2.0)
   - **Qualitative Comments:**
      Example: "Labels are placed close to fields, with adequate spacing and clear instructions."
3. **Feedback & Error Handling:**
   - **Score (1-5):** _____
   - **Weighted Score:** _____ (Score x 2.0)
   - **Qualitative Comments:**
      Example: "Real-time validation and clear inline error messages guide the user."
4. **Defaults & Required Fields:**
   - **Score (1-5):** _____
   - **Weighted Score:** _____ (Score x 2.0)
   - **Qualitative Comments:**
      Example: "Pre-filled fields where appropriate and clear indicators for required fields."
5. **Progress Indicators (for multi-step forms):**
   - **Score (1-5):** _____
   - **Weighted Score:** _____ (Score x 2.0)
   - **Qualitative Comments:**
      Example: "Progress bars or step indicators help users understand the process."

Section 7: Accessibility & Mobile Considerations (Weight Factor: 2.0)

Ensuring the site is usable by everyone, regardless of ability or device.

1. **Accessibility Matters:**
   ○ **Score (1-5):** _____
   ○ **Weighted Score:** _____ (Score x 2.0)
   ○ **Qualitative Comments:**
   Example: "Alt tags, proper color contrasts, and keyboard navigation are implemented."
2. **Mobile-Friendly Design:**
   ○ **Score (1-5):** _____
   ○ **Weighted Score:** _____ (Score x 2.0)
   ○ **Qualitative Comments:**
   Example: "Responsive design with touch-friendly elements and scalable text/images."
3. **Standards & CSS:**
   ○ **Score (1-5):** _____
   ○ **Weighted Score:** _____ (Score x 2.0)
   ○ **Qualitative Comments:**
   Example: "Modern CSS practices ensure consistency and fast load times across devices."

Section 8: Testing & Iterative Design (Weight Factor: 1.0)

The commitment to ongoing improvement and responsiveness to user feedback.

1. **Regular Usability Testing:**
   ○ **Score (1-5):** _____
   ○ **Weighted Score:** _____ (Score x 1.0)
   ○ **Qualitative Comments:**
   Example: "Scheduled usability tests reveal actionable insights for design improvement."
2. **Continuous Refinement:**
   ○ **Score (1-5):** _____
   ○ **Weighted Score:** _____ (Score x 1.0)
   ○ **Qualitative Comments:**
   Example: "Frequent iterations based on feedback have led to noticeable improvements."

Overall Audit Summary

- **Total Raw Score: _____**
- **Total Weighted Score: _____**
- **Percentage of Maximum Possible Score: _____%**

General Observations & Recommendations:
Provide an overall analysis of the site's usability, highlighting key strengths and areas for improvement. Include any additional observations not covered by the specific criteria.

This audit framework allows your team to systematically evaluate a website's usability using both quantitative scores and qualitative insights. By assigning higher weights to high-impact areas, you ensure that critical usability aspects have the appropriate influence on the overall score—helping guide both internal design improvements and sales evaluations.