

# MOBILE APPLICATION USER EXPERIENCE CHECKLIST

App Name: \_\_\_\_\_

Platform:    iOS (Apple)    Android    Other:  
(circle one)

Device: \_\_\_\_\_  
(e.g. iPhone 6s)

Date: \_\_\_\_\_                      Name: \_\_\_\_\_

Summary:  
After completing the assessment, enter the percentages from each section here:

Comments:



Principle	✓	Comments
<b>Usable</b>		
1. Is at least one of the following true? <ul style="list-style-type: none"> <li>a. The app offers a tour, tutorial, or provide support within the app</li> <li>b. It takes less than 5 minutes to learn the app functions</li> <li>c. The app has a “frequently asked questions” section</li> </ul>		
2. Is the look and feel of the app consistent throughout?		
3. Does the layout of the app appear organized?		
4. Are the visual cues of functions clear? (e.g. it is obvious when a button should be tapped, visual cues are used consistently)		
5. Is the content clear and concise?		
6. Can the app be personalized?		
7. Are the available features to share content easy to use and appropriate for the context?		
8. Is one of the following is true? <ul style="list-style-type: none"> <li>a. All pages loaded quickly with no delay</li> <li>b. There was a delay and an indication acknowledged the delay</li> </ul>		
9. Does the app accept user feedback?		
<b>Total checks for Usability</b>	_____	/ 9 = _____ %
<b>Useful</b>		
10. Does the app or app store description identify its purpose?		
11. Does the content in the app meet your expectations based on the identified purpose?		
12. Does the apps brand appear to have key indicators of authenticity and suited for the targeted audience?		

13. Is the content well written and relevant to the target audience's needs and interests?		
<b>Total checks for Usefulness</b>	_____	/ 4 = _____ %
<b>Desirable</b>		
14. Is the design consistent with recently made apps and websites? (i.e. the app does not appear dated)		
15. Does the app provide a description of the origin or creator? (i.e. a section similar to: about us, about our story, our mission, who we are, etc.)		
16. Does the app create positive memories? (e.g. an engaging story)		
17. Would you describe the app as fun, surprising, impressive, impactful, captivating, or clever?		
18. Does the app use high quality photography, video, animations, and/or graphics?		
<b>Total checks for Desirability</b>	_____	/ 5 = _____ %
<b>Findable</b>		
19. Without reading everything, does the important content obviously stand out?		
20. Are the apps navigation options simple and clear? (if uncommon navigation options, do they include a short teaser to describe what the option is?)		
21. Does the app make use of current or emerging features on the platform?		
22. Does the app have a search function and is relevant information retrieved when searching for a specific term or phrase?		
23. Does the app retain a record of what you have done within the app? (e.g. recent search history, sections visited)		
24. Does the app save content/place when you are interrupted from the session (e.g. if interrupted by a		

text or call the app will resume exactly where you were before)		
25. Were you able to achieve your primary goal within the app without being redirected to a full website?		
26. Is the contact information available and easy to find?		
27. There were no errors found within the app (e.g. typos, broken links)		
<b>Total checks for Findability</b>	___	/ 9 = %
<b>Accessible</b>		
28. Does the app use plain language?		
29. Does the app use pictures or symbols for links to convey function?		
30. Can text be resizable?		
31. Can you zoom on the content within the app?		
32. Does the text and content appear distinct from the background and easy to read?		
33. Is there sufficient room around buttons and/or links to easily touch?		
34. Can the layout adapt to screen orientation? (i.e. layout remains consistent in portrait or landscape orientation)		
35. Is one of the following true? a. There is no flashing content within the app b. There is flashing content, but it occurs less than 3 times in a one second period		
36. Is the app accessible to people who are hard of hearing?		
<b>Total checks for Accessibility</b>	___	/ 9 = %
<b>Credible</b>		
37. Is at least one of the following true?		

<ul style="list-style-type: none"> <li>a. The app is offered by a legitimate source (e.g. reputable institution, commercial business, government, university)</li> <li>b. The author or organization that takes responsibility for the app's content and distribution has credentials that are listed and verifiable</li> </ul>		
38. Does the source of the content (author, etc.) show experience and expertise on the app content?		
39. Has the app been endorsed by a trusted third party?		
40. Within the app, does the app generally provide content that appears unbiased?		
41. Does the app include a privacy statement/policy?		
42. Is it clear how the development and maintenance of this app is funded?		
43. Is the content that requires reference to an external source linked to the appropriate source? (e.g. citations, embedded link to original website)		
44. Does the app identify when the content was last updated?		
45. Does the app link to external unbiased sources? (e.g. review sites, social media)		
<b>Total checks for Credibility</b>	_____	/ 9 = %
<b>Total checks for MAUX-C</b>	_____	/ 45 = %