

MOBILE APPLICATION USER EXPERIENCE CHECKLIST

The Mobile Application User Experience Checklist (MAUX-C) was developed to provide a comprehensive and objective assessment of mobile application (app) quality based on key factors contributing to user experience (UX). The MAUX-C is a reliable user-friendly assessment tool that includes an evidence-informed, detailed evaluation for each core principle of UX to enable an assessment of the overall UX quality of the app. This guide includes details on how to use MAUX-C and additional explanatory notes for each question.

The MAUX-C is intended to assess overall UX quality of apps using criteria clustered within the following categories: **usable** (9 items), **useful** (4 items), **desirable** (5 items), **findable** (9 items), **accessible** (9 items) and **credible** (9 items).

To use the MAUX-C when reviewing an app, a checkmark is applied to the appropriate column to identify that the app meets the criteria specified by each item. Each category section has a space to tally the number of checkmarks for the specific principles, as well as a space at the end to sum the total number of checkmarks.

To determine the overall score, the sum of the items that received a checkmark is divided by the total number of items (i.e. 45) and then multiplied by 100 to give an overall percentage of UX quality. We expect very few apps to get 100% using this tool. There are seven items in MAUX-C that assess whether an app went above and beyond, making them exceptional apps in terms of UX quality. For any apps that receive below 50% with MAUX-C we recommend that you are cautious in using the app and note which categories received the lowest scores.

The sum of checkmarks for each category can determine an apps strengths and weaknesses with UX by providing further insight on how the app addresses each principle. Make sure to enter the percentages from each section in the UX honeycomb to help summarize your assessment!



MAUX-C User Guide

Principle	Explanation
Usable	
<p>1. Is at least one of the following true:</p> <ul style="list-style-type: none"> a. Does the app offer a tour, tutorial, or provide support within the app? b. Does it take less than 5 minutes to learn the app functions? c. Does the app have a “frequently asked questions” section? 	<p>Getting started! This question wants to know how easy it is to begin using the app.</p> <p>If you have already used this app before try to remember how easy it was to start using the app. If you are having difficulty remembering, please download the app on a different device to evaluate if the app offers a tour or tutorial when starting to use the app. Or try asking a colleague or peer who hasn't used this app to download and let you know if it took less than 5 minutes to learn the app functions.</p>
<p>2. Is the look and feel of the app consistent throughout?</p>	<p>Look and feel: the overall style/appearance of the app</p>
<p>3. Does the layout of the app appear organized?</p>	<p>Sections appear to be grouped together appropriately</p>
<p>4. Are the visual cues of functions clear? (e.g. is it obvious when a button should be tapped?)</p>	<p>The app has an intuitive design</p> <p>For example: Box around text or a red dot that there is a notification</p>
<p>5. Is the content concise and clear?</p>	<p>Without reading everything, assess if the content within the app appears understandable and to the point</p>
<p>6. Can the app be personalized?</p>	<p>Are you able to create a login or user profile, change background colour or themes, or link your social media accounts to this app?</p>

7. Are the available features to share content easy to use and appropriate for the context?	If appropriate, assess if you are able to share content through mail, print, and/or social media
8. Is one of the following is true: a. All pages loaded quickly with no delay b. There was a delay and an indication acknowledging this	<p>a. Evaluate this based on how long it typically takes your device to load app or web pages. The delay should not be longer than what you are used to with this device.</p> <p>b. If a delay does occur, there is some indication to let you know it is loading and you are reassured that the app is working</p> <p>For example: a loading spinner, looped or linear animation https://uxplanet.org/progress-indicators-in-mobile-ux-design-a141e22f3ea0)</p>
9. Does the app accept user feedback?	Providing users with a way to give feedback shows that the creators of the app is open to improving their app to enhance actual user experience.
Total checks for Usability	9
Useful	
10. Does the app or app store description identify its purpose?	Go to the app store to review the description and assess if it is clear what the apps purpose is
11. Does the content in the app meet your expectations based on the identified purpose?	After reviewing the app store description, assess if the app follows through with its identified purpose. If the app requires you sign up to access all of the content, please sign up and continue reviewing.
12. Does the apps brand appear to have key indicators of authenticity and suited for the targeted audience?	Authentic: alignment between what the brand does and what the purpose of the app is. Brand appears trustworthy and appropriate for target

	users. Key indicators of brand authenticity include: reliable, intentional, honest, and original. The app describes its core values, goals and overall mission. The content within the app is consistent with the stated values and mission. The content appears to be consistent, with no misleading information or mixed messages.
13. Is the content well written and relevant to the target audience's needs and interests?	Review a section of the content to assess if it is appropriate for the target user
Total checks for Usefulness	4
Desirable	
14. Is the design consistent with recently made apps and websites? (i.e. the app does not appear dated)	The app's design is clean and 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.)	Evaluate if there is a section that identifies the app's creator and describes who they are as a company. <i>*This is the group that is taking responsibility for the app in its content and distribution, not the app developer</i>
16. Does the app create positive memories? (e.g. engaging story)	Evaluate if there are any components of the app that makes it memorable for positive qualities
17. Would you describe the app as fun, surprising, impressive, impactful, captivating, or clever?	Evaluate if there are any components of the app that makes it memorable for positive qualities. Is the app delightful? Steve Krug in <i>Don't Make Me Think</i> writes "Delight is a bit hard to pin down; it's more one of those 'I'll know it when I feel it' kind of things. Rather than a definition, it's probably easier to identify some of the words people use when describing delightful products: fun, surprising,

	impressive, captivating, clever, and even magical.” There are thousands of useful, usable apps that are NOT delightful, this quality highlights apps that have gone above and beyond in creating a positive user experience.
18. Does the app use high quality photography, video, animations, and/or graphics?	Assess the photos/animations/graphics are not blurry or difficult to see
Total checks for Desirability	5
Findable	
19. Without reading everything, does the important content obviously stand out?	Does the app have at least one of the following: <ul style="list-style-type: none"> - Clear visual hierarchy? (i.e. the information is broken into distinct sections where the higher level sections are of more importance than the lower levels) - Headings that label each section/subsection appropriately and prominently - Use variations in font size and decoration (i.e. bullets, boldness, and/or indenting) to highlight important content
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?)	Navigation options are intuitive or explained For example: the “Hamburger” icon is widely recognized as an expandable menu for more options https://uxplanet.org/basic-patterns-for-mobile-navigation-d12a87686efe
21. Does the app make use of current of emerging features on the platform?	For example, advanced touch gestures (e.g. spreading two fingers apart to bring content/pictures closer), touch ID, facial recognition

<p>22. Does the app have a search function and is relevant information retrieved when searching for a specific term or phrase?</p>	<p>You are able to search a keyword or phrase to access specific content within the app and relevant information is retrieved.</p> <p>It's okay if there is some need to sort or filter the search to find the information you are interested in.</p>
<p>23. Does the app retain a record of what you have done within the app? (e.g. recent search history, previously viewed sections)</p>	<p>Retaining a record of what you have done within the app could augment your experience by making it easier to view to the content you have visited before</p>
<p>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)</p>	<p>Leave the app and go to another app. Do not close the app completely- leave it running in the background. Then open up the app again to assess if it keeps your place or goes back to its 'home' screen.</p> <p><i>*We recognize that this may depend on the phone or device as much as the app, but we believe this question is important to assess for overall user experience.</i></p>
<p>25. Were you able to achieve your primary goal within the app without being redirected to a full website related to the app?</p>	<p>Was being redirected to a full website disruptive to your UX? Your primary goal gathering information, watch a video, etc. which should be possible in the app itself. App should be able to perform primary purpose, or else it disrupts the UX.</p> <p>Linking to a website that enhances or augments your experience (by providing more information, additional resources, etc.) without disruption is <i>acceptable</i> and would receive a checkmark.</p>
<p>26. Is the contact information available and easy to find?</p>	<p>Evaluate if the app provides a "contact us" link or a built-in form to send a</p>

	message/feedback to the app support team
27. There were no errors found within the app (i.e. typos, broken links)	During the time you have been reviewing the app, there were no errors found. The content within the app is correct (spelling/grammar) and all links work appropriately
Total checks for Findability	9
Accessible	
28. Does the app use plain language?	Plain language: content uses language that users can quickly read and understand. Avoids use of jargon
29. Does the app use pictures/symbols for links to convey function?	Uses pictures/symbols to identify function not just text For example: arrow to access more content or magnifying glass for search
30. Can text be resizable?	Evaluate if there is an option within the app to resize the text. Alternatively, when you resize text with the accessibility function on your device platform, evaluate if the text within the app changes to your platform settings?
31. Can you zoom on the content within the app?	Able to zoom on pictures and/or text using touch gestures within the app
32. Does the text and content appear distinct from the background and easy to read?	Current If the colour of the text is similar to the colour of the background, it could be difficult to read. For example, light grey on a white background is more difficult to read than a darker colour on a white background, even if both are legible.
33. Is there sufficient room around buttons/links to easily touch?	Able to tap the button/link that you intended to and don't tap any other buttons/links in close proximity

<p>34. Can the layout adapt to screen orientation? (i.e. layout remains consistent in portrait or landscape orientation)</p>	<p>Evaluate the app in portrait and landscape orientation *Be sure your screen lock is off!</p> <p><i>We know that not all apps would accommodate this. However, providing users with flexibility in how they interact with the app is an indication of a very good app.</i></p>
<p>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</p>	<p>Evaluate if the app has any triggers for individuals who have a photosensitize seizure disorder</p>
<p>36. Is the app accessible to people who are hard of hearing?</p>	<p>Evaluate if videos are accessible for people who are hard of hearing. Are there options for subtitling or closed captioning in video (if there is video within the app)? Are there capabilities for text to speech or read aloud?</p>
<p>Total checks for Accessibility</p>	<p>9</p>
<p>Credible</p>	
<p>37. Is at least one of the following true? a. The app is offered by a legitimate source (e.g. reputable institution, commercial business, government, university) b. The author or organization that takes responsibility for the app’s content and distribution has credentials that are listed and verifiable</p>	<p>The author or organization is the app’s creator and describes who they are as a company. This is the group that is taking responsibility for the app in its content and distribution, not the app developer.</p>
<p>38. Does the provider of the content (author, etc.) show experience and expertise on the app content?</p>	<p>From a brief evaluation of the content, assess if it appears that those who wrote it are knowledgeable in the content area</p>
<p>39. Has the app been endorsed by a trusted third party?</p>	<p>Evaluate if the app has been reviewed and supported by a trusted third party</p>

	<p>For example: PACE Concussion app supported by the Public Health Agency of Canada or an app that has won an Apple Design Award.</p>
<p>40. Does the app provide content that appears unbiased?</p>	<p>Evaluate that the app content is written from an objective point of view- it does not put forward a particular organization's view or promote personal opinions</p> <p><i>*Mike requesting feedback on this question from students/colleagues</i></p>
<p>41. Does the app include a privacy statement/policy?</p>	<p>Evaluate if there is a section that acknowledges users privacy and security</p>
<p>42. Is it clear how the development and maintenance of this app is funded?</p>	<p>Examples include government or research funding, commercial revenue, use of ads, functions as a marketing or loyalty tool, etc.</p>
<p>43. Is the content that requires reference to an external source linked to the appropriate source? (e.g. citations, embedded link to original website)</p>	<p>Evaluate if there is any identification of where the information came from to determine that the content isn't just written based on one person's opinion</p> <p>For example: If the app provides information about a specific treatment for a health condition do they include a reference to the evidence about this treatment?</p> <p>If the app states that they have been ranked the Best Financial Planning App for 5 years in a row, do they include a reference to the organization that gave them that recognition (e.g. Forbes)?</p>
<p>44. Does the app identify when the content was last updated?</p>	<p>Evaluate within the app, not the current version date in the app store description</p>

<p>45. Does the app link to external unbiased sources? (i.e. review sites, social media)</p>	<p>Assess if the app connects users with sources that provide an evaluation/review of the app</p> <p><i>* This does not mean the reviews of the app in Apple App Store or Google Play</i></p>
<p>Total checks for Credibility</p>	<p>9</p>
<p>Total checks for MAUX-C</p>	<p>45</p>