

**Mobile App UX Principles:
Improving User Experience & Optimising Conversion Checklist**
(with thanks to Think with Google)

1. **Adoption:** Focus: Remove roadblocks to usage (& adoption)

| Splashscreen, Tips & Onboarding: | |
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| Does the app (appear to?) load quickly? | |
| Does the app feel fast and responsive? | |
| Is the splashscreen consistent with brand? | |
| Are we happy that the splash screen does not keep users waiting? | |
| Is the user in control & able to execute their task asap? | |
| Can we provide contextual tips and help <i>instead</i> of an onboarding sequence? | |
| If applicable, are tips/help displayed in context to what the user is doing? | |
| Are users engaged through images, animation and interactivity to help them learn by doing? | |
| Are tips provided <i>only</i> for priority or difficult tasks? | |
| If applicable, is onboarding used because it is essential for first use of the app? | |
| Can users choose to skip the onboarding sequence? | |
| Does onboarding only appear on first app use, or until user is signed in? | |

Homescreen & Navigation

Does the app homescreen provide the user with journey(s) and functionality to complete their priority tasks?

Does the app homescreen provide content that meets their needs and expectations?

Are brand logos used subtly and sparingly (no need to be on all screens)?

Is app purpose clear?

Are app priority users journeys clear?

Are reasons to buy (register), search, use made clear?

Are we happy that only primary content and functionality is on-screen by default?

Are we happy that all secondary things are off-screen and available from a menu)?

Is app navigation clear, task-oriented, logical (e.g. do screen controls suggest how to use it)?

Is navigation location (menu bar) consistent throughout?

Is primary navigation (& content) the only nav visible by default?

Is secondary nav hidden but available (tap / swipe) off-screen?

If applicable, is the menu drawer accessible from all app levels

If app uses a menu drawer, is it displayed on first use, either with a hint (bounce, animation) or opening fully?

Do navigation systems leverage platform usability?

Are we happy that long screens don't have dead-ends?

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| Can users continue to discover, explore when at the footer of long screens? | |
| Are menu lists either less than 7 items, or longer with clear sections? | |
| Is menu list terminology obvious to target users? | |
| Are we happy that menu list terms don't require business knowledge / we don't mix the literal and metaphoric (language consistency)? | |
| Can users swipe horizontally to quickly navigate laterally (not up / down)? | |
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| Sign-up, Sign-in & Permissions | |
| Can users be persistently logged in? | |
| Can we provide a non-signed-in journey? | |
| Can we request sign-up "only" when it is dependent on providing value? | |
| Can we request minimal sign-up data / is sign up quick? | |
| Can we display clear benefits statements? | |
| Are benefit statements compelling enough to drive adoption & sign-ups? | |
| Do we provide the level of reassurance that users expect from those that require a risk / benefit decision? | |
| If app requests sign-up, can the user choose to continue as a guest (the user is in control)? | |
| If app sign-up is mandatory, can the user choose to demo it first (the user is in control)? | |
| Do first-time users have multiple sign-up options (e.g. username / password and social sign-up)? | |

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| Cans users select to reveal or hide password as they type, during sign-up or sign-in (e.g. by toggling a 'reveal' or 'hide' control)? | |
| Are return-users persistently signed-in to their app? | |
| If users are asked to grant app permissions, are they given reasons why and perceive the benefit? | |
| Do we ask seek user permissions that enable the app to provide the user with value? | |
| Do we ask for permission at the appropriate time (in context to what user is doing)? | |
| Do we provide a clear benefit statement when seeking user permissions? | |

2. **Use:** Make conversion decisions simple

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| Search | |
| Is search displayed prominently (top of page)? | |
| Is search field persistent / displayed by default? | |
| Do we provide a prompt to search (could be a call-to-action to the user and clarification of what to input, e.g. topic title, condition, drug etc.)? | |
| Is auto-suggestions are used to reduce data entry and provide immediate results? (on 3rd character is suggested) | |
| Are we happy that the first few search results are <i>highly</i> relevant? | |
| Can we provide alternatives when there are no matching search results (no dead-ends - suggest possible alternatives)? | |
| Are we providing the user with sorting options that are relevant for their search? | |

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| Are we sure we are not hiding the sort feature within the filtering feature - they are distinct tasks? | |
| Do we provide the user with filtering options that are relevant for their search? | |
| Can the user select / de-select multiple options each time they apply the filter to the results? | |
| Does the App store all interactions, including recent searches, in order to provide this data to the user the next time they conduct a search? | |
| Can we pre-populate any form data to make the process more efficient? | |
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| The product & service | |
| Are topic descriptions easy to scan (find specific info) and skim (get a general overview)? | |
| Are topic images quick to swipe horizontally (and are not stacked in a vertical row)? | |
| Are topic images / videos / other assets high quality (to reassure new users)? | |
| Can topic images can be easily zoomed into (and remain high quality)? | |
| Is helpful topic content is easy to find and reassuringly presented (e.g. important details, specs, FAQs)? | |
| Are reviews or testimonials are easy to find and reassuring? | |
| Are customer reviews or testimonials (key conversion point) easy to find and are reassuring? | |
| Are costs transparent (including taxes)? | |
| Is stock / inventory (ideally local) availability information provided? | |
| Is the primary CTA button the most prominent on-screen element, and is the secondary CTA button in close proximity to it? | |

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| Can the user see suggested products or listings? | |
| Can th3e user see clear and persistent basket or booking symbols? | |
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| Cross Device & Offline | |
| Is it easy to find product scan or image search feature (e.g. to find product details by scanning a barcode or searching via an image) | |
| Can product or booking be saved (e.g. to a wish list, favourites, or customer account)? | |
| Are wishlist, favourites and basket synced to a customer account (for access later on any device / browser)? | |
| Can the product be easily shared (e.g. via email, G+, Facebook, Twitter, LinkedIn)? | |
| Can the user click-to-call in-app? | |
| Can the user find contact centre availability easily (e.g. on a Contact Us screen)? | |
| Can the user locate a business nearby using Smartphone location data (e.g. retail store)? | |

3. **Transact:** Provide the ultimate in convenience

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| Basket | |
| Is the user reassured at all checkout stages by relevant messaging that encourages them to proceed to the next stage (without hesitation!)? | |
| Can the user edit key product attributes (e.g. for a product: colour, size or quantity)? | |
| Can the user see related or recommended products? | |
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| Personal & Address Details | |
| Have user distractions been removed with a quarantined screen? | |
| For return users, is the end-to-end transaction process within a single screen (i.e. from details to checkout)? | |
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| Payment | |
| Are costs transparent (itemised and total costs)? | |
| For return user, are payment details pre-populated (for convenience)? | |
| User Is the user only presented with payment options accepted in their country? | |
| Is an express payment / checkout option provided (e.g. Google Wallet, PayPal, Apple Pay)? | |
| For first time user choosing a card payment, after entering the first four digits of the long card number, is the Card Type is automatically detected (e.g. Visa debit card)? | |

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| For first time user choosing or registering a card, can all data be entered sequentially in a single field (e.g. 16-digit long number, then MM/ YY and finally CVV)? | |
| For first time user choosing a card payment, is an option to scan it displayed (for convenience over manually entry)? | |
| If ID card is requested, is an option to scan it displayed (e.g. passport or driving license)? | |
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| Checkout & Confirmation | |
| Can a user select their preferred delivery date / time? | |
| If user closes the app during a partial checkout, when re-opened are all form inputs restored enabling them to continue conveniently? | |
| Does the confirmation screen reassure the customer with completed transaction information? | |
| Does the confirmation screen provides contextual content (to provide value beyond the checkout)? | |

4. **Return:** Self service, engagement and delight

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| Your Account | |
| Can a user manage booking (and self-serve)? | |
| Can a user cancel booking (and self-serve)? | |
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| Passes and Redemption | |
| If you issue event or booking passes and / or coupons enable users to retrieve them from Passbook or Google Now for redemption offline (and eliminate physical passes and print-outs) | |
| If you have a loyalty scheme, enable iOS users to view their status and redeem rewards offline using their Passbook app (instead of needing to login via the web) | |
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| Content & Design | |
| User can discover new content or products via an Infinite stream (scrolling with no dead-ends) | |
| Return user can quickly view recent / historic content, searches, or transactions | |
| Return user can set alerts for items or searches (e.g. triggered when its availability or price status changes) | |
| Return user can 1-click repeat a historic transaction (for ultimate convenience) | |
| Tone of voice sometimes surprises and delights the user | |
| Visual design engages and enhances the user experience | |

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| Motion enhances interactions and the user experience (e.g. through subtle animations) | |
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| Widgets & Notifications | |
| If app supports push notifications, the user is asked to opt-in (to get their permission) | |
| If app supports widgets and / or notifications, the user can glance at content and quickly perceive its relevance. | |
| User receives notifications that are personal, timely and incentivised (and create a sense of urgency to act) | |
| User can tap your widget or notification to go directly to that content in-app | |

5. Usability Hygiene: What to do, and NOT to do

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| What to do | |
| Text and content is easy to read (even outside in sunlight) | |
| Content is accessible when user has no connection (i.e. no 3G or WiFi) | |
| Spacing and size of content and controls make them easy to interact with | |
| Modal views are used for self-contained tasks within a multi-step process | |
| Primary call-to-action buttons are sticky / persistently visible (even when screen is scrolled) | |
| In forms, call-to-actions that are below the fold automatically scroll-up after the user has populated the necessary fields (users should never have to look for call-to-actions) | |

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| Form labels are either above form fields or are floating labels (in Android) | |
| Form submission errors are reduced through communication (explanations of what to put into specific form fields) | |
| Form input is validated in real-time (after field entry you will see if it is correct or not) | |
| In a form, cursor is placed in first field and the appropriate input is displayed by default | |
| In a form, user can select from a list of horizontal tags above the virtual keyboard (instead of from a vertical list hidden below it) | |
| In a form, telephone number entry is restricted to a dial-pad (i.e. numbers only) | |
| In a form or basket, user can edit item quantity using a stepper control (e.g. in basket or checkout) | |
| In a form or basket, user can select from a set of options - that are related but mutually exclusive - using a segmented control (e.g. for selecting gender or title) | |
| In a search or refine form, user can move a slider control to set a minimum / maximum range (e.g. for prices or budgets) | |
| In a form, user can select times or dates from a picker control (e.g. for entering travel dates, date of birth or time of arrival) | |
| In travel forms, user can select a date from a visual calendar | |
| When app crashes it re-starts and returns the user to the last screen used(to continue where they left off) | |
| On-screen content and transitions between screens appear fast and responsive (pauses frustrate and confuse users) | |
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| What NOT to do | |
| Do not mimic UI elements from other platforms (from Android to iOS and vice versa) | |
| Do not use underlined links (apps use buttons NOT links) | |

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| Do not take users to the browser (users' stay in-app at all times) | |
| Do not ask users to rate your app too soon after downloading it (i.e. don't interrupt users) | |