UX Audit Checklist

A fast reality check for complex digital products

A set of practical questions to help identify where a UI loses clarity, creates friction, or becomes harder to navigate than it needs to be.

1 Clarity & Purpose

- Can a first-time user tell what this UI does within seconds?
- Is the primary action obvious without explanation?
- Does the interface explain itself, or rely on training?

🔍 **GOAL**

Clear intent, not hidden functionality.

2 Structure & Hierarchy

- Can users understand the content by scanning the page?
- Is the most important information visually dominant?
- Are elements and tasks grouped intuitively?

🔍 **GOAL**

What matters most stands out.

3 Navigation & Flow

- Do labels reflect user outcomes and use plain language?
- Is location clear, with consistent navigation, titles, and breadcrumbs?
- Do too many options compete at the same level?

🔍 **GOAL**

Clear paths through the UI.

4 Interaction & Mental Effort

- Does every action have a clear result?
- Do patterns behave consistently and are they familiar to users?
- Does the screen feel calm rather than dense and use whitespace effectively?

🔍 **GOAL**

Intuitive and predictable interactions.

5 Scalability & Inclusivity

- Is there room for the UI to grow as features expand?
- Are patterns flexible and reusable across screens?
- Can the users understand what's happening, even without color cues?

🔍 **GOAL**

Design that holds up over time.

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