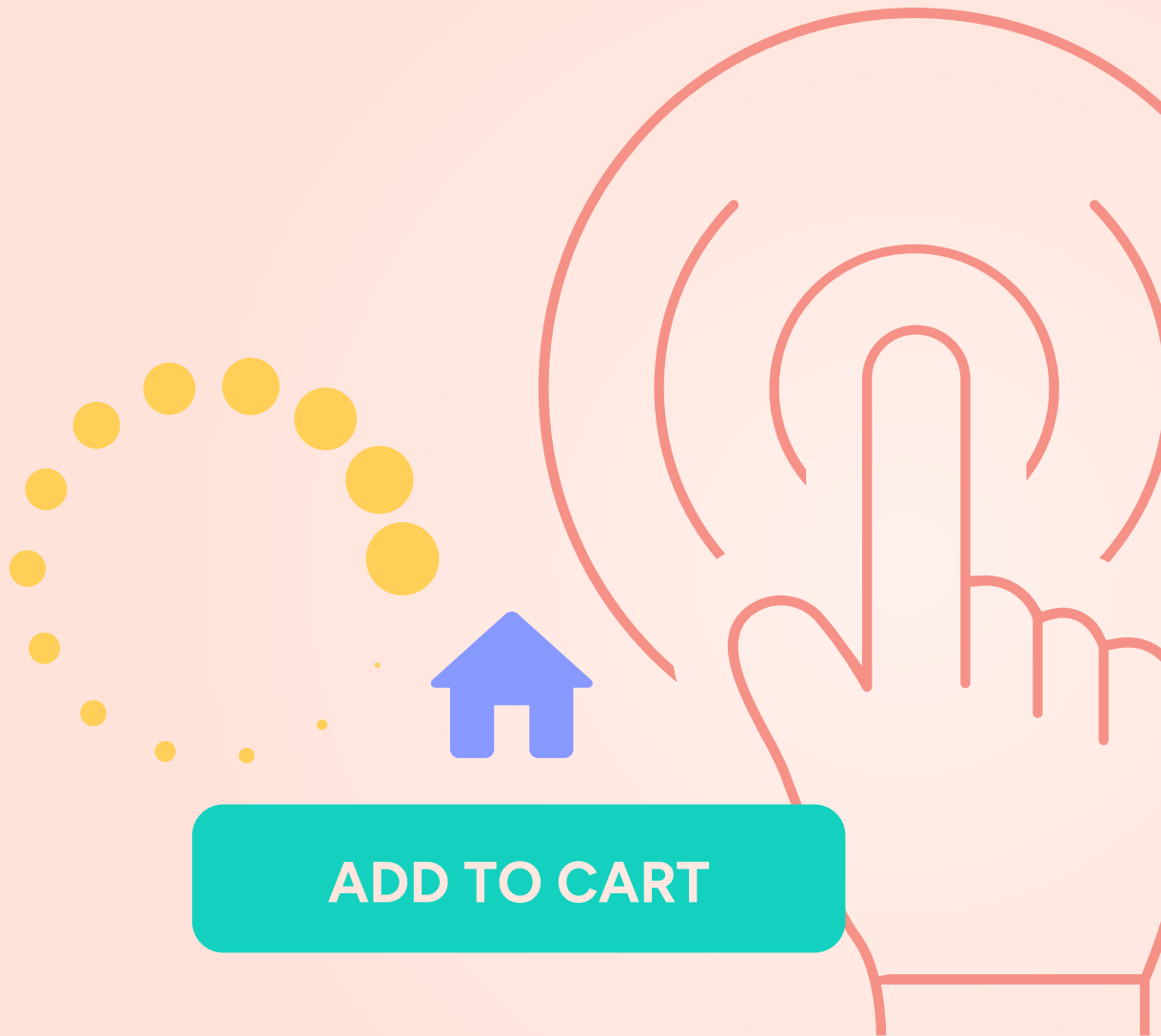




Mobile Usability Checklist



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Mobile Usability Checklist

Cadence _____

Last Review _____

Date _____

By _____

Strategic thinking and user-centric design are essential for optimising mobile usability. We've compiled actionable tips to help you prioritise mobile usability when planning your website. Make a habit of reviewing this checklist regularly and updating your website as mobile usability standards evolve.

Touch Targets

- Touch targets are at least 44×44 pixels
- All buttons are easily tappable without overlapping
- Adequate spacing maintained between touch targets to prevent accidental taps
- Buttons are at least 10×10mm to accommodate the average size of a human finger pad area

Navigation

- A clear, straightforward navigation hierarchy has been used (the number of menu items is limited to avoid overwhelming users)
- Iconography is universally understood (e.g., hamburger for menu, magnifying glass for search, plus symbol for accordions)
- Back buttons are consistently available and clearly identified
- Menu is reachable with a thumb on all screen sizes

Pop-ups and Interstitials

- Use popups sparingly (e.g., only at appropriate moments such as when a user is about to leave)
- Popups resize appropriately to fit the mobile screen without obstructing critical content

Loading Speed

- Images and resources are optimised for quick loading (tools like TinyPNG can help)
- Limited use of heavy scripts and asynchronous loading used for scripts to improve performance
- Lazy loading used for images and content below the fold

Content

- Legible font sizes used throughout the site (minimum of 16px for body text) with larger sizes for headings
- Sufficient contrast between text and backgrounds (use tools like WebAIM Contrast Checker for contrast ratios)
- Long paragraphs of text rewritten and replaced with either bullet points, numbered lists or succinct paragraphs
- Instructions and messages are easy to understand
- Buttons are visually distinctive from the rest of the content

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Gestures and Interactions

- Common gestures (swipe, pinch, tap) are supported
- Fall-back options provided (like buttons) for actions that rely on gestures
- Clear instructions or tutorials provided (e.g. tooltips) for more complex gestures

Forms and Inputs

- Number of fields in forms reduced (where possible)
- Multi-step forms used to break down larger forms
- Appropriate input types (e.g. phone, email) automatically trigger mobile keyboards
- Auto-fill and suggestions/prompts implemented for ease of use

Responsive Design

- Flexible grid layouts and CSS media queries are used to ensure elements adjust properly to different screen sizes
- Pages have been tested on various devices (mobile/tablet/desktop) and orientations (portrait/landscape)
- Site tested for compatibility across various mobile browsers (Chrome, Safari, Firefox)

Accessibility

- Web Content Accessibility Guidelines (WCAG) reviewed and implemented
- Alt text for images and proper labelling for form fields used
- Colour schemes are friendly for colour-blind users (e.g. avoid relying solely on colour to convey information/hierarchies)
- Text can be resized without losing functionality

Responses

- Immediate feedback/confirmation on user actions provided (e.g., Thanks for entering, you're in the draw!)
- Errors are clearly indicated within forms and suggestions provided for correction
- Visual cues provided (like highlighting required fields)

