



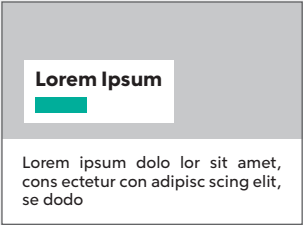

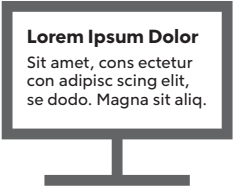

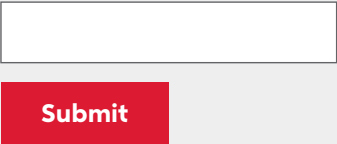

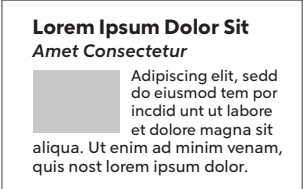
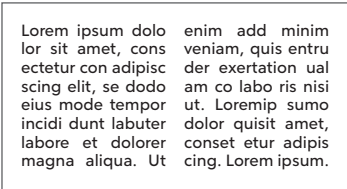
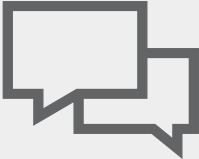



A Checklist For UX And Web Designers

DO ...	DON'T ...
<p>Use good color contrast and a legible font size</p> 	<p>Use low color contrast and a small font size</p> 
<p>Follow a linear, logical layout</p> 	<p>Spread content all over a page</p> 
<p>Use a combination of color, shapes and text to convey meaning</p> 	<p>Only use color to convey meaning</p> 
<p>Publish all information on webpages</p> 	<p>Bury information in downloads</p> 
<p>Put buttons and notifications in context</p> 	<p>Separate actions from their context</p> 
<p>Break up content with subheadings, images and videos</p> 	<p>Make users read long blocks of content</p> 
<p>Let users choose their preferred method of communication when booking appointments</p> 	<p>Make telephone the only means of contact for users</p> 

Applicable to deliverables across various channels, including mobile, web, print, PDF, PowerPoint, email, etc.