

# USER EXPERIENCE CHECKLIST

- EXPLAIN THE DO-FORS
- TAILOR THE EXPERIENCE TO YOUR CUSTOMERS' JOURNEY
- STRATEGIC USE OF ALL MEDIA FORMATS
- HOW TO TAKE THE NEXT STEP IS CLEAR AND SIMPLE
- ONLY REQUEST INFORMATION YOU ACTUALLY NEED
- PROVIDE INFORMATION AND EDUCATION UPFRONT
- USE SUBTLE ANIMATION
- USE DESIGN TO HIGHLIGHT YOUR INFORMATION HEIRARCHY
- GIVE YOUR CUSTOMERS A REASON TO RETURN

