

Checklist

Usability and Experience Criteria (UX/UI)

A Guide to Digital Experience Assurance, Abandonment Rate Reduction and Conversion Maximization for Senior Management

Checklist | Usability and Experience Criteria (UX/UI)

A GUIDE TO DIGITAL EXPERIENCE ASSURANCE, ABANDONMENT RATE REDUCTION AND CONVERSION MAXIMIZATION FOR SENIOR MANAGEMENT

1. USABILITY AS A DRIVER OF CONVERSION AND BUSINESS RETENTION

In today's digital ecosystem, the user interface (UI) and user experience (UX) are no longer merely aesthetic or cosmetic elements; they have become critical components of an organization's revenue model. For highly transactional and competitive industries, such as Banking, Insurance, E-commerce and Telecommunications, an application that is hard to navigate, confusing in its flows or slow in its visual responses is the digital equivalent of slamming the doors of a physical branch in the customer's face.

The most sophisticated visual design can fail spectacularly if it does not follow scientific principles of usability, accessibility and cognitive psychology. If a user cannot work out how to complete a transfer, how to take out a policy or how to finish the checkout process in fewer than three clicks, they will abandon the platform immediately. The result is devastating: lost transactions, higher phone support (Call Center) costs caused by confused users and a systematic erosion of brand value in the market.

MTP addresses this strategic challenge through AI-based UX/UI Testing. Our methodology combines traditional heuristic analysis and international accessibility standards with advanced computer vision and cognitive AI models. This allows us to predict heat maps, assess the user's cognitive load and detect friction in the interface before the application is released to the mass market. This guide gives technology directors, digital channel directors and product leaders a structured framework for auditing the usability of their platforms, ensuring intuitive digital experiences that maximize the channel's return on investment (ROI).

2. VISUAL FRICTION COSTS MONEY

Ensuring a smooth, visually flawless user experience is not a cosmetic effort; it is one of the most profitable levers for optimizing digital conversion and maximizing Customer Lifetime Value. Investment in design and usability testing translates directly into recovering revenue that is currently being lost in the conversion funnel:

- **The ROI of User-Centered Design ($100 for every $1 invested):** Business research shows that, on average, every dollar invested in optimizing the user experience (UX) returns $100. This represents an efficiency rate of 9,900%, driven by the drastic reduction in customer acquisition and after-sales support costs. **Source:** Forrester Research / Forbes (2022) - The ROI of User Experience.

- **Increase in Conversion Rates (Up to 400% Improvement):** Digital behavior analyses confirm that a clean, intuitive and aesthetically professional user interface (UI) can double a website's conversions. When this design is backed by a robust experience architecture (UX), commercial conversion rates increase by up to 400%. **Source:** Forrester Research (2016) - The Six Steps For Justifying Better UX.

- **Checkout Friction and Cart Abandonment (The 70% Impact):** In e-commerce and digital banking, the global average abandonment rate for shopping carts and transactional requests stands firmly at 70.19%. Usability audits reveal that complex payment processes, mandatory registration flows and mobile interface failures are directly responsible for these lost transactions. **Source:** Baymard Institute (2025) - 49 E-Commerce Checkout Usability Studies.

- **The Cost of Development Rework (The 60% Rule):** In traditional software projects, up to 60% of engineering teams' total time is wasted rewriting code to fix flow, logic or design errors that could have been detected and resolved in early phases. Implementing UX/UI testing at the prototyping stage eliminates this technical rework, cutting development costs in half. **Source:** IEEE Computer Society / Software Engineering Institute - Why Software Fails.

3. THE 10 USABILITY HEURISTICS (JAKOB NIELSEN'S FRAMEWORK)

MTP's QA strategy evaluates digital interfaces by aligning systems with internationally standardized principles of human interaction design:

1. **Visibility of System Status:** The software must always keep the user informed about what is happening through clear and timely feedback (e.g., progress bars, loading indicators).
2. **Match Between the System and the Real World:** The system must speak the user's language, using familiar words, phrases and concepts rather than code jargon.
3. **User Control and Freedom:** If the user makes a mistake, they must have a clear "emergency exit" to undo the action without going through complex processes.
4. **Consistency and Standards:** Users should not have to wonder whether different words, situations or actions mean the same thing on different screens of the app.
5. **Error Prevention:** It is better to design interfaces that prevent the problem from occurring in the first place (e.g., disabling submit buttons if mandatory fields are missing).
6. **Recognition Rather than Recall:** Minimize the user's memory load by making objects, actions and options visible.
7. **Flexibility and Efficiency of Use:** The system must allow accelerators for expert users without hindering navigation for novice users.
8. **Aesthetic and Minimalist Design:** Screens should not contain irrelevant information. Every additional element competes with the vital information.
9. **Help Users Recognize, Diagnose and Recover from Errors:** Error messages must be written in plain language, indicate the exact problem and suggest a constructive solution.
10. **Help and Documentation:** Even if the system is intuitive, it is essential that help information be easy to search and focused on the user's task.

4. THE EXECUTIVE CHECKLIST: USABILITY AND DIGITAL EXPERIENCE CRITERIA

Use this checklist to audit the design, accessibility and interaction of your digital channels before authorizing their move to production or the final code development phase.

Block A: Navigation, Information Architecture and Consistency

- [ ] **Clarity of Visual Hierarchy:** Do the most important business elements (e.g., buy button, account balance, support button) stand out visually from the rest of the screen content?
- [ ] **Intuitive and Predictive Navigation:** Does the menu structure let users know exactly which section of the application they are in and how to return to the home screen in a single click?
- [ ] **Consistency of Design Components:** Do all buttons, typefaces, icons, colors and states (active, inactive, selected) maintain the same aesthetic and functional standard across the entire digital platform?
- [ ] **Form Entry Efficiency:** Do forms reduce the user's data entry effort by using autocomplete, automatic numeric keypads for phone/card numbers and real-time validation?

Block B: Interaction, Feedback and Error Prevention

- [ ] **Immediate Action Feedback:** When the user performs a critical action (e.g., submitting a payment or processing a request), does the system clearly show a loading indicator to prevent the user from pressing the button multiple times?
- [ ] **Constructive Error Messages:** Do error messages explain the reason for the failure in simple terms (e.g., "Insufficient funds", "Incorrect email format") instead of showing technical server codes that confuse the customer?
- [ ] **Confirmation of Destructive Actions:** Does the interface ask for clear confirmation before executing irreversible business actions, such as canceling a service or permanently deleting data?
- [ ] **Data Persistence on Errors:** If the system rejects a form because of an invalid field, does the application retain the rest of the information entered by the user so they do not have to fill everything in from scratch?

Block C: Digital Accessibility (Financial and Social Inclusion - WCAG 2.1)

- [ ] **Certified Color Contrast:** Do contrast levels between text and background meet international accessibility guidelines (WCAG 2.1 Level AA), ensuring that people with visual impairments can read the information without difficulty?
- [ ] **Screen Reader Support:** Do all interactive elements, images and text fields have descriptive labels in the code that allow tools for people with visual disabilities (VoiceOver or TalkBack) to work correctly?
- [ ] **Adequate Target Sizes:** On mobile devices, do all interactive buttons and links have a physical size and minimum spacing of at least 44x44 pixels, preventing accidental or mistaken taps by the user?
- [ ] **Color Independence for Conveying Status:** Does the system use icons, text or borders (and not only green/red color variations) to indicate the success or failure of an operation, ensuring usability for color-blind users?

Block D: Perceived Performance and Intelligent Optimization (AI UX Testing)

- [ ] **Progressive Content Loading (Skeleton Screens):** While loading large volumes of data or heavy screens, does the platform show simulated visual structures (skeletons) instead of blank screens, reducing the user's anxiety and perception of slowness?
- [ ] **AI Cognitive Fatigue Analysis:** Does your QA strategy use predictive eye-tracking models (Eye-Tracking AI) to ensure that the user's gaze flows naturally toward the business's conversion points?
- [ ] **Multi-Device Adaptability (Responsive Design):** Does the interface reconfigure and scale harmoniously on screens with different aspect ratios, resolutions and orientations, preventing cut-off elements or overlapping text?
- [ ] **User-Centered Performance Metrics:** Are key experience indicators in production, such as Largest Contentful Paint (LCP) and First Input Delay (FID), measured and monitored continuously?

5. DIAGNOSTIC ASSESSMENT: DIGITAL EXPERIENCE HEALTH INDEX

Assess the usability level and abandonment risk of your digital channels by applying the following formula to the boxes passed in the checklist:

$$\text{UX / UI Health Index} = (\text{Total boxes checked} \div 16) \times 100$$

- **85% to 100% | Highly Optimized Interface (Digital Leader):** Your platform offers an intuitive, inclusive and friction-free experience. The abandonment risk attributable to usability is minimal, maximizing the conversion rate and protecting the company's revenue.
- **60% to 84% | Moderate Friction Zone (Silent Loss of Sales):** The digital channel works, but the lack of strict accessibility standards or ambiguous error messages creates unnecessary friction. This causes silent losses in the conversion funnel and increases support tickets in traditional channels.
- **Below 60% | Poor Experience (Vulnerability and Customer Churn):** Your platform has serious interaction design and usability flaws. Users will experience constant frustration, which will translate into mass abandonment of the channel, low ratings in the app stores and a severe increase in the cost of phone support.

6. CONCLUSION AND ROADMAP WITH MTP

In today's digital economy, an application's visual design cannot depend on hunches or purely subjective criteria. Usability is a measurable scientific discipline with a direct impact on companies' financial statements. A platform with excellent technical architecture but a poor user experience destroys the value of the technology investment in a matter of seconds.

Adopting a strict model of Functional and UX/UI Testing, enhanced by analytical capabilities and Artificial Intelligence tools, allows leading organizations to certify their platforms with an approach centered on real human behavior. By removing visual friction and ensuring universal accessibility, companies increase customer loyalty, drive digital sales and optimize the operational efficiency of the entire corporation.

At MTP, we combine methodological expertise in quality assurance with heuristic analysis labs and advanced cognitive technologies. We help your organization audit, correct and evolve its web and mobile channels, ensuring that every screen is perfectly designed to win users over and generate tangible business results for senior management.