

# UI/UX Designer's AI Evaluation Checklist

How to evaluate and improve AI-generated designs

## 1. Clarity & Messaging

*Ask Yourself:*

- Is the value proposition immediately clear?
- Does the headline explain what this is and who it's for?
- Is the language specific or vague/generic?
- Would a first-time user understand this in 3–5 seconds?

*What to Watch Out For:*

- "Welcome to our website"
- Overly broad claims ("high quality care")
- Buzzword-heavy copy

## 2. Visual Hierarchy

*Ask Yourself:*

- Is there a clear top → bottom flow?
- Do important elements stand out first?
- Are font sizes and spacing used intentionally?
- Does the page guide attention—or compete for it?

*What to Watch Out For:*

- Everything looks equally important
- No clear focal point in the hero
- Crowded or inconsistent spacing

## 3. Scannability

*Ask Yourself:*

- Can users skim and still understand the page?
- Are sections broken into digestible chunks?
- Are headings clear and informative?
- Is content structured (cards, bullets, spacing)?

*What to Watch Out For:*

- Large walls of text
- Repetitive section layouts
- No clear section differentiation

## 4. Conversion Focus

*Ask Yourself:*

- Is there a clear primary CTA?
- Is the CTA repeated at logical points?
- Does the page guide users toward action?
- Are objections addressed (trust, FAQs, clarity)?

*What to Watch Out For:*

- Multiple competing CTAs
- CTA is buried or unclear
- No logical "next step" for the user

*emily***armbruster**  
UI/UX DESIGNER

[www.emilyarmbruster.com](http://www.emilyarmbruster.com)

## 5. UX Strategy & User Intent

*Ask Yourself:*

- Does this page align with what the user is actually looking for?
- Are key questions answered naturally?
- Does the flow feel intentional—or randomly generated?
- Is there a logical progression of information?

*What to Watch Out For:*

- Sections feel out of order
- Important info is missing
- Content feels templated, not purposeful

## 6. Content Quality

*Ask Yourself:*

- Is the copy specific and meaningful?
- Does it sound human or AI-generated?
- Are descriptions helpful or filler?
- Does each section add new value?

*What to Watch Out For:*

- Repetitive phrasing
- Generic service descriptions
- Fluffy, non-informational content

## 7. Consistency & Design System Thinking

*Ask Yourself:*

- Are components consistent (buttons, cards, spacing)?
- Is there a cohesive visual style?
- Do elements feel part of a system—or random?

*What to Watch Out For:*

- Inconsistent button styles
- Uneven spacing between sections
- No clear design pattern

## 8. Speed vs. Quality Tradeoffs

*Ask Yourself:*

- Did AI save time here?
- How much refinement is needed?
- Is this faster than designing from scratch?

*emily***armbruster**  
UI/UX DESIGNER

[www.emilyarmbruster.com](http://www.emilyarmbruster.com)