AESTHETIC/IMAGES

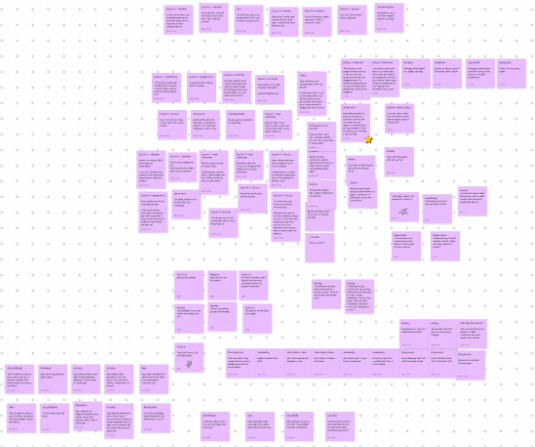
sizing/color/fonts/etc.

LANGUAGE

specificity/action verbs/narrative

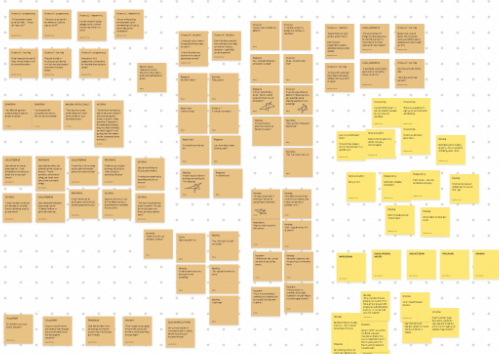
NAVIGATION/STRUCTURE

grouping/categories/scrolling



ACCESSIBILITY

Inability/ability to act on information or finish a task



MISC