* **Usability** - How effective is the product from the standpoint of the person who must use it? Is it aesthetically acceptable? Is the documentation accurate and complete?
  + The layout of our UI should be simple. Its organization should keep a logical flow of left to right, top to bottom. The user should be able to find the necessary bottoms to create a ride, join a ride or create a profile in ~30 s.
* **Reliability** - What is the maximum acceptable system downtime? Are failures predictable? Can we demonstrate the accuracy of results? How is the system recovered?
  + The maximum acceptable system downtime would probably be about a day, depending on what time of the year it is. If it is close to a school break, maximum acceptable system downtime decreases dramatically, probably to a few hours.
* **Performance** - How fast must it be? What's the maximum response time? What's the throughput? What's the memory consumption?
  + The user should be able to create a profile page in ~4 min.
  + The user should be able to create or join a ride in ~3 min.
  + Our app size should not be greater than 930 MB.
* **Supportability** - Is it testable, extensible, serviceable, installable, and configurable? Can it be monitored?
  + Testable -- have at least three tests for every feature to test every possible outcome (test driven development)
  + Scalability: since we don’t expect an overwhelming amount of users, we don’t believe our app performance should deteriorate; our app architecture will not grow organically with the growing traffic and user base.