

SELECTION	VARIABILITY	PROFITABILITY	DELIVERY	positive
SEQUENCE	FREQUENCY	EFFICACY	FORMAT	negative
BALANCE	QUANTITY	RELEVANCE	LAYOUT	suggestion
CLARITY	CONNECTIVITY	PROFICIENCY		
VISIBILITY	NAVIGABILITY	AUDIENCE	CONCEPTS	plenty
ACCESSIBILITY	INTERACTIVITY	ENVIRONMENT	SKILLS	some
OPERATIONALITY	PUNCTUALITY	TIMING		none