2) We decided to use this wire-frame design because they were simple and not cluttered but still presented all of the necessary functionality.

3) We performed several rounds of iterations. I learned that no one gets UI design right the first time.

4)

A) Priming: if you show a person an image, then a memory/association will be drawn up from their mind about it.

B)

i) The principle could be applied by keeping images professional, since the site we are making is supposed to be a business website.

ii) The principle can lead to the success of the site by making people who use the site feel a certain way. As in the previous point, we could make our website professional looking and have people think of that.

iii) This principle could be also applied in subtle ways such as putting a lock by the password to help people make a strong password.