Implications

Aesthetic:

* Colour
* Value
* space

Social:

* All groups feel represented
* Could anyone be offended

Intellectual Property

Privacy

Accessibility:

* Cross-device
* Vision impairment

Functionality/efficiency

End user:

* Certain ages
* Certain backgrounds

Legal

Ethical:

* True?
* Fair?
* Kind?

Usability:

* Match between system and world
* Follow standards
* Prevent and recover from errors
* Minimalist design

Specifics

* Multiple languages
* disclaimers/reassurance at bottom small text
* Text size customizability or magnifying glass with zoom and radius control
* Settings menu
* Minimal but understandable
* Walkthrough/tutorial