Affordances
- Interactivity should be intuitive; if user wants more info on a topic, it should not be hard to locate
- Info can be presented in novel way, but should not hinder the amount being shown

Constraints
- Model after UofR website to retain unity/familiarity
  - Colour scheme (yellow/green/grey/white)
  - Logos
  - Body typeface, either
    - Verdana from base website
    - Segoe UI from UR Courses
- Keep design simple and interactive to expand on questions progressively
- Do not overwhelm the user with all info on screen at once

Metaphors
- Using easy icons to recognize functionality, ie:
  - house for 'home page'
  - 'Filter' icon
  - '?' for info

Gestalt
- Keep concepts linear and expected
  - continuity: numerical order
  - proximity: ideas/groups together

Heuristics
- User control and freedom
  - Back button allows user to go back to previous page
  - Filter data for user to view what they wish