Affordances

* Interactivity should be intuitive; if user wants more info on a topic, it should not be hard to locate

Constraints

* Model after UofR website to retain unity/familiarty
* 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
  + numerical order
  + ideas/groups together

Heuristics

* User control and freedom
  + Back button allows user to go back to previous page