1. The title bar sticking to the top of the page will make the site easy to follow
2. The site is simple and intuitive to use
3. There aren't not too many things the user could click by accident
4. The user doesn't have to wonder if some terms mean the same thing, as there is only one title bar and corresponding text boxes
5. The user doesn't really have to remember any information on how to use the site, as they always have the title bar at the top
6. The site doesn't really have any shortcuts for experienced users, but there aren't too many possibilities to have those
7. The site doesn't contain useless information
8. The design doesn't need any explanation for the user to understand it