* Appropriate and effective functionality
* Accessibility considerations
* Compatibility
* Availability
  + Digital systems can be made available 24/7. This allows for customers to access/purchase a company’s products/services regardless of opening/closing times
* Good user experience
* Cultural awareness and diversity

5.1.6 How end users drive digital technologies

Think about 2 different types of customers of a major supermarket, e.g., someone with disabilities, someone with English as a second language and a university student. How do the needs of these end users differ from shopping online?