Pub-Xel:

Lightweight, easy-to-use software that aims to increase accessibility.

Color theme should follow that of PubMed. Dark blue and grey on white background.

**Concise and intuitive** rather than fancy and complicated. Users don’t want to invest more than a few minutes to figure out how this works. The site should lead the users right to the download page after a very quick and short presentation of the concept.

Freely available software and easy to download.