Good Design Checklist

Innovative: Does it improve the way we operate?

Aesthetic: It is beautiful?

Unobtrusive: Neutral for users self expression?

Long-Lasting: Never antiquated?

Sustainable: Environmentally friendly?

Useful: Function and psychological aesthetics?

Clearly Understandable: Self explanatory?

Honest: Does not manipulate?

Thorough: Down to last detail?

Minimal: Less but better?