Good Design

Innovative
It is possible to expand and improve upon and always allows for new opportunities.

1

Useful
Emphasizes the usefulness of the product for the consumer.

2

Aesthitic
Visually pleasing; Looks pretty.

3

Understandable
It clearly explains the function of the product and is self-explanatory.

4

Unobtrusive
The products are not decorative or works of art. The design is neutral and restrained

5

Honest
Does not manipulate the consumer.

6

Long-lasting
Timeless. The site never appears to go out of style.

7

Thorough
Nothing is left unclear. The attention to detail shows respect towards the consumer.

8

Environmentally Friendly
Conserves resources and minimizes visual pollution.

9

As little design as possible
The site concentrates on the essentials; back to purity and simplicity.

10