* User Experience
  + The website is presentable and up to date.
  + The registration process is clear and provides the user with useful information upon access.
  + Information is presented clearly; necessary functions are present that demonstrate a functional website.
  + Sample content demonstrates how a fully functional product would appear.
* Homepage
  + Is the homepage easily readable
  + Does the homepage feel welcoming, and not overbearing on the user
  + Is the user able to easily access their account through the homepage
  + Is the action that the user wishes to take easily accessible through the homepage
  + Is the user aware of the information required to access other parts of the site through the homepage
* Accessibility
  + Can user get help through customer service
  + Clear path to contact information
  + Homepage is accessible
  + Can users safely log-in with given credentials
* Functionality
  + The Website is simple to use
  + Registering accounts work as intended
  + Modifying account information works
  + Editing applied plans is effective