



MEANINGFUL
ENGAGING
AUTHENTIC
USEFUL
USABLE
ACCESSIBLE

Fulfilling
Engaging & empowering

Fuels passion
Participatory (belonging)

Pleasing aesthetically
Real (instils confidence)

Delight to use
Participatory (social)

Trustworthy
Easy to verify
Credible & professional

Open & transparent
Best interest in mind
Legitimate

Meets immediate need
Serves a purpose
Solves specific problem

Answers questions quickly
Enjoyable in productive way
Practical

Low learning curve
Easy to use
Manageable

Consistent
Reliable
Dependable

Ethical & compliant
Inclusive

Reasonable cost of entry
Welcoming