

1. SPEED
2. AESTHETICS
3. NAVIGATION
4. CONSISTENCY
5. CONTENT
6. VISUAL
7. USABILITY
8. ORGANIZATION
9. LAYOUT
10. ACCURACY
11. FUNCTIONALITY
12. INFORMATIVE
13. RELEVANCE
14. STANDARD TOOLS
15. READABILITY
16. CREATIVITY
17. SAFETY
18. DESIGN
19. MAINTENANCE
20. SECURITY
21. CUSTOMER SUPPORT