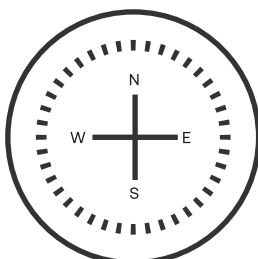


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02.

/ Match between the system and the real world

The system should speak the users' language, with words, phrases, and concepts familiar to the user, rather than system-oriented terms. Follow real-world conventions.

The site should know its users and care about them

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Highlighting text is familiar to the system and the real world

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