1 Complete the guidelines for designing a website with the correct form of the adjectives in brackets.

To be effective, websites must always score much [1] *higher* (high) in what 'usability guru', Jakob Nielsen, calls 'the three Fs'.

Functional

First of all, a website must be as [2]_____ (easy) to use as anyone else's. Badly-designed sites don't function as [3]_____ (good) as their competitors' and so they lose a lot more business. Another point is that sites which are successful are continually looking at how they can be even [4]_____ (friendly) to the user.

Fast

The second F is to be [5]_____ (fast) than the rest. Customers won't want to use the website if downloading pages on the site is [6]_____ (slow) than on other sites.

Familiar

The final F is familiarity. A site which is [7]_____ (original) than its competitors' may look good, but in the end it will be [8]_____ (popular) if it's similar to other websites and users know how it works and what it does.

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