Douglas Swanson

GTI 542

Assignment 11

Peer Review of Kemp's Prototype Site

Artstation.com

1. Are the prototypes at least medium fidelity?
   a. The prototype is at least medium fidelity due to its use of actual content from the site as well as the fonts, colors, and theming that they wish to implement.
2. Do the prototype follow the best practices for layout and design? (Refer to the Layout and Design lecture for those concepts.)
   a. IT does follow the best practices for the layout of design, it has good use of white space, the content is balanced on the page but doesn't overwhelm the user. I would like to see a better use of color to bring the user's eye to parts of the page that the designer would like to showcase a little more.
3. Is the layout of each page cohesive?
   a. The layout is very consistent across the pages in the prototype, they use the same menus, colors and fonts whilst presenting the information important to each page.
4. What suggestions do you have for improvement? (If you have no suggestions, state that in your review.)
   a. The prototype seems very linear and I would like to see some alternative paths for the users to take to each scenario goal prototyped so that all paths can be potentially tested.