

Erik Allahgholi

	Jessica James	Jasmine Doorwood	Oshin Soolai	Mike Moradain	Ejmin Enjilian	Nareh Iorazib	Total
What was the meaning of the Ad?	To introduce people to the gold member card.	Inform the viewer of the gold member card and advertise the membership	To get people to open the gold card	to learn more about gold member card		3 To become a member	
Was the message of the Ad clear ?	5	5	5	4	5	4	28\30
Does the animation & imagery relate to the message ?	4	4	4	5	4	5	26\30
How likely would you be to click on this Ad?	5	3	4	3	4	4	23\30
Does the initial impression of the microsite correlate to the Ad?	5	4	4	4	5	5	27\30
Is the content of the site easy to read & understand?	5	4	5	3	4	5	26\30
Is the navigation easy to use?	4	5	5	5	4	4	27\30
Where would you go to apply for a card? Is that easy to find?	3 -I thought it was buy a card. But I found it in rewards. It isn't very clear.	3	3	4	3	4- I would go to the Buy a Card page.	20\30
Where you able to achieve what you came for to the website?	3	4	4	5	3	5	24\30
Does the animation and microsite go together?	3	4	3	3	4	4	21\30
Comments	Some of the links are not functioning so if you fixed those, then it would be less confusing. the overall look is very nice.	Where to purchase a gold membership is kind of confusing, maybe edit your headings in the nav so that the user knows exactly which page is for the gold membership and the gift cards. Some of the imagery is a bit blurry too but overall it correlates well with your ad!	I thought the website was made to apply for the gold card, but then I got confused in the buy card tab where you can buy a gift card. Maybe make the functions of the buy card and gift card more clear.	overall i think its a great layout. i think you should have more of the form in some pages so its easier for one to buy or sign up for a card.	I like the colors of the website it came from the animation. The text is easy to read and understand.	The nav bar made me feel a little lost at times because I would forget what page I was on. Also, links and buttons wouldn't work.	