

WEB 2890 Portfolio Website Feedback

Evaluation Criteria

Name of Person Providing Critique: Katie Grycan

Position/Company: Senior Marketing Consultant / AWP

	Not applicable	Poor	Fair	Good	Excellent
Overall Quality of Portfolio Website					
Looks very well put together, professional in appearance					X
Shows creativity in design				X	
Body of work shows required skills for employment				X	
Navigation/Functionality					
Navigation clear and consistent				X	
All links and buttons work properly					X
Media plays without problems	X				
Images are optimized for the web				X	
Website opens quickly and media displays quickly					X
Appearance					
Background colors/texture					X
Color scheme				X	
Concept/theme/unified look					X
Layout - position of page elements, alignment, white space			X		
Typography – fonts, text size, other formatting			X		
Images are high quality				X	
Projects are presented in an attractive manner				X	
Content/Design of Pages					
Home page provides good first impression and introduction to portfolio website				X	
About me page				X	
Portfolio gallery (thumbnails & captions)				X	
Portfolio reflections/description pages				X	
Contact page			X		
Reflections (description of portfolio pieces)					

Content of reflections appropriate					X
Project images are high quality				X	
Spelling and grammar are correct				X	

What was your overall first impression of the website?

I was impressed with the site's overall structure and theme. Also thought the logo and header image were nice selections/representations.

Did you have any technical difficulties as you navigated through the pages and displayed the projects?

Three UX (user experience) suggestions that would improve your site:

- *On the home page, it would be nice to have your two featured projects link to those pages in your Project Gallery. I tried clicking on them, wanting to learn more but they didn't have links.*
- *In the Project Gallery, each project page (I think these are referred to as "Reflections Pages" in your document) should have an easy way to navigate back to your index/gallery page (Ie add a "Back to Gallery" button or something of this nature). I was forced to use my browser's back button.*
- *Contact Form: I tried submitting a form as a test, it may have worked? As a front end user, I did not receive a confirmation message to know that it went through, the form just reset. Having a confirmation message appear would confirm for me that it went through.*

What do you feel are the most effective design elements of this web portfolio?

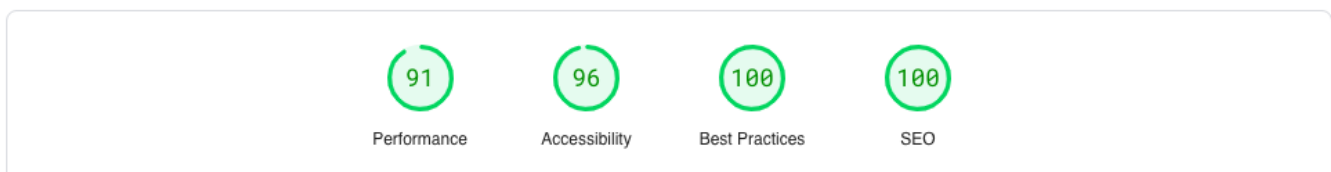
Using a button in the header to link directly to your gallery was a great idea!

I really like how you incorporated a content block on the homepage that features your recent work - again if it linked to more details on those projects, it would be even better!

The Project Gallery page is structured in a user friendly way, well organized and easy to navigate.

Also, I did run your site through Page Speed Insights and your site did great!

 Diagnose performance issues



What would you suggest be changed with the design or content of this web portfolio?

- *Homepage: The Education/Work Experience section - I Would play with the spacing and font size/styling a bit to make this more digestible. Similar to a paper resume - think about things that can help the reader's eye - digest the information. IE: Bullet Points, formatting each "step" in your education/work experience consistently - like bold, with a description following. Also, ensuring the content is aligned/spacing is consistent.*
- *Project Gallery Description/Reflections Pages: I would add more detail to some of these pages. This is the "good stuff" when people are looking to hire you. The passion you had for some of these projects really*

came through - that's what will get you an interview. After your description, think about calling out key components of the project (skills you used, programs, etc) with bullets or some other formatting style. This will help the person see quickly what skill sets you used for each project. Also, be sure that you are consistent with sentence structure and periods/punctuation.

- *Project Gallery - include links to see the "live" versions of these projects when/ if possible*