**WEB 2890 Portfolio Website Feedback Evaluation Criteria**

**Name of Person Providing Critique**: Meagan Hill

**Position/Company**: Freelance UX Designer/Researcher

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | 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?

My first impression was that it was very easy navigation and flow for a user. It also looks professional and is seamlessly flawless. Love the consistency and color scheme, and especially how she showcased her skills section by using the logos of the software she is familiar with. 10/10 in my opinion.

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

The only tech issue I had was when I tried to send a note through the “Contact Me”. The page led me to a 404 page not found which might be expected if it is not an up and running official website. One good thing I noticed was the Contact me note also would not attempt to send anything until an email was entered. Everything else was very functional and enhanced the user experience.

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

The simplicity of the layout and navigation are strengths in my opinion of this portfolio. With what seems to be a load of information, the creator was able to condense this to a very user friendly experience. I also love the enlargement of the icons while hovering, the design logo at the top and bottom making it memorable, and the fact that the user can have a similar experience with navigation while using a phone is impressive. The use of imagery is also well balanced, and grammar was up to par.

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

I would suggest a clearer photo on Mickey’s Custom Labels case study, the first image after selecting this project is a bit blurry. All the other images seemed great. While the creator does give examples of her skill, screenshots or links show casing small examples or details of her projects would boost her portfolio in general and I would love to explore more variations of her designs! Everything else is simple, seamless and well put together throughout each section of the website.