

WEB 2890 Project Feedback Form

Name of Student being Reviewed: Alex Hadfield

Name of Reviewer: Kolten Nay

Company/Position: Freeus/Software Engineer

Contact information (phone, email): koltennay@gmail.com

Relation to Student (check one): Client ☐ Friend ☒
Acquaintance ☐ Professional ☒
Web/UX professor ☐ Weber State professor ☐
Weber State staff ☐ Other, please specify: _____

Comments from All Reviewers

Please provide ratings and comments on the following project criteria (1 = low and 5 = high):

1 2 3 4 **5** Overall project quality

Comments: This was a quality job! I wouldn't expect any less from Alex. The color theme works well. The text contrasts well with the appropriate backgrounds and high-quality assets were used. It captures the spirit of the business owner. It looks very professional.

1 2 3 **4** 5 Level of creativity and originality demonstrated in the project

Comments: There isn't anything groundbreaking design/creativity wise in the project, but there is no need for it. The quality is high and the design was well thought out.

1 2 3 4 **5** Project contains an appropriate amount of information to meet its objectives.

Comments: You can tell Alex took care in interfacing with the business client to get all the needed business information, background info about the owner, and sample photography. It has a way to contact the business owner after choosing a plan and should work great for sourcing business.

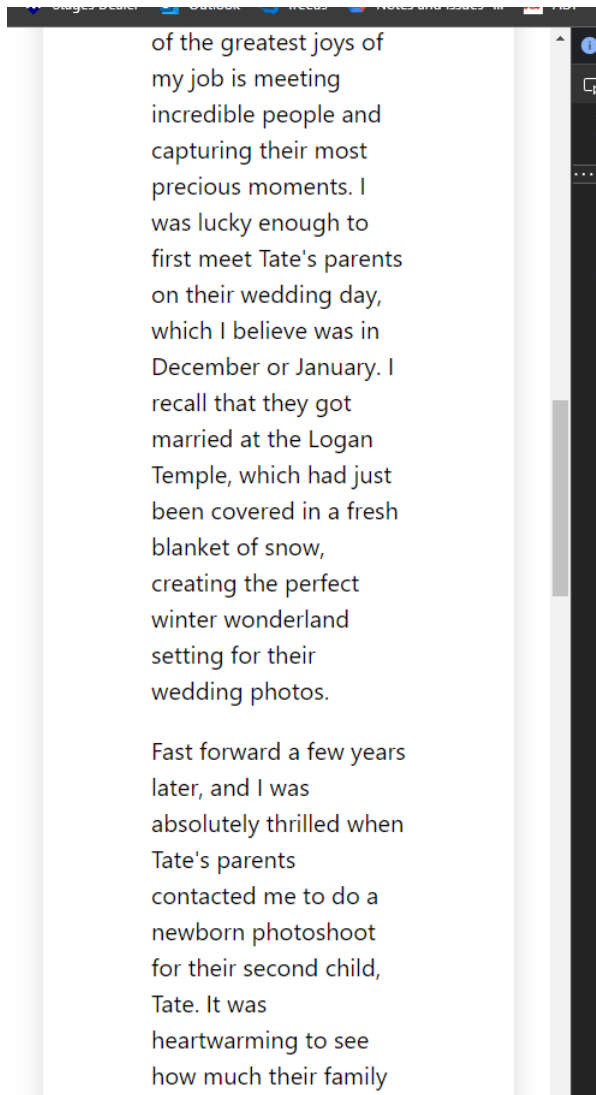
1 2 3 4 **5** Quality of elements making up project (HTML/CSS, photos, vector graphics, video, audio, animation, web objects/elements)

Comments: Quality here is fantastic. I especially loved the Google Maps plugin, which adds a professional flair to the website. Elements are responsive, though I noticed the home page images are very high resolution and took a moment to load on my internet connection. Those could likely be downscaled without a hit to the user experience.

I also noticed that the Contact form did not disable the submit button when the forms were empty. I understand that this class might not include any JavaScript and so this could be an unfair hit.

1 2 3 **4** 5 Project design (color, fonts, typography, layout/composition). The overall concept/theme/unified look of the website is effective.

Comments: Typography, layout, and colors work well. Everything is mobile responsive and well thought out. My only nitpick is that longer text on most pages (contact us and blog pages stick out to me) got compressed by the padding in the cards while in mobile view. Smaller text and/or less padding would be good:



Do you feel this project is appropriate to include in the student's portfolio considering skill-level demonstrated?

Comments: Yes. I think this does a fantastic job at displaying Alex's ability to interface with a business and produce professional work that provides value to the business.

Did you experience any technical difficulties as you navigated through the website or displayed the project?

Comments: None at all.

What are the main strengths of the project?

Comments: The organized and clean design stood out. I would also commend Alex's ability to display the business/business owner's personality in his work. If I was a small business owner looking for a similar website, I would be pleased with the work.

What are the main things that could be improved with the project?

Comments: As listed above, I would suggest:

- Downscaling the sample photography (if possible). I understand how important it is to have high quality assets for a photography business, but if they can be downscaled while retaining most of their original sharpness, it may be a good idea.
- Reducing padding on longer text passages, such as the blog posts while in mobile screen size.
- Disable the Submit button on the Contact Form when forms are empty.