WEB 2890 Project 2 Feedback Form

Name of Student being Reviewed: Sharon Dansie

Name of Reviewer: Michael Dansie

Company/Position: AllenComm / Tech Lead

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Relation to Student (check one):

☐ Client		☐ Web/UX professor	
☐ Friend		☐ Weber State professor	
☐ Acquaintance		☐ Weber State staff	
☑ Professional		☐ Other, please specify:	

Reviewer Comments

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

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

Comments:

I first clicked on the project site and thought it was the professional site that was being improved but was pleasantly surprised to see how much it was an improvement over the old site when I clicked that link next.

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

Comments:

I thought the project really achieved a re-envisioning of the base site that enhanced the allure of the product pages with a much more appealing design and theme.

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

Comments:

I think the landing page needs something more to reel me into the product. I have to use at least 1 click to get any information regarding the board. The visuals were enough to get me interested to use that click, but additional info there could really help orient the user to what the product is that they'll be exploring.

I really liked the use of the blue/white space for the CTA on the patent's page, and the empty space there on other pages could be used to provide other key pieces of information or CTA's.

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

Comments:

I liked the quality of the images on the site, but with the main focus of the product being the rider's experience, I didn't see any images of actual riders for me to identify with as a consumer. The html seems to be pretty well structured with semantic tag usage. I really liked the animations on the buttons (the title case to upper case seemed a little jarring, maybe just have the case stay consistent?), and further animations could really enhance the liveliness of the site. With only one animation, the rest of the site feels a little static, but the buttons are a great start!

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

Comments:

The color theming was great and worked well together. I felt like I could identify parts of the page easily. Looks great.

☐ 1   ☐ 2   ☐ 3   ☐ 4   ☑ 5   **Do you feel this project is appropriate to include in the student's portfolio considering skill-level demonstrated?**

Comments:

This a great site and can definitely be included in a portfolio, especially with a few touch-ups here and there.

☐ 1   ☐ 2   ☐ 3   ☐ 4   ☑ 5   **Did you experience any technical difficulties as you navigated through the website or displayed the project?**

Comments:

I didn't have any issues interacting with the site.

What are the main strengths of the project?

Comments:

The visual design and concept are great. I was interested in what the page had to share. I like the start of the animations with the buttons, and the structure worked well. A great improvement!

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

Comments:

The images included and animations are a great start, and would be a good place to look for some enhancements. Make sure to take advantage of the real estate so that all the space has a purpose to sell the product in either branding or information.