**WEB 2890 Project Feedback Form**

**Name of Student being Reviewed**:

**Name of Reviewer**: Lori Hill

**Company/Position**: Avalere Health (Pharmaceutical Marketing Agency) Digital Producer

**Contact information (phone, email)**: 801-602-3016, lhill8@gmail.com

**Relation to Student (check one)**: Client [ ] Friend [ ]

Acquaintance [ ] Professional [ x ]

Web/UX professor [ ] Weber State professor [ ]

Weber State staff [ ] Other, please specify: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

# Part 1 - Questions for Client Only:

**1. Were the requirements/objectives of the project met by the student?**

[ ] All requirements were met

[ ] Most requirements were met

[ ] Some requirements were met

[ ] No requirements were met

**Add Comment**:

**2. How satisfied were you with the communication during your project’s completion?**

[ ] Very Satisfied [ ] Satisfied [ ] Neutral [ ] Dissatisfied [ ] Very Dissatisfied

**Add Comment**:

**3. What is your impression of the student’s knowledge and skill level based on your experience working with him/her?**

[ ] 5 (High) [ ] 4 [ ] 3 [ ] 2 [ ] 1 (Low)

**Add Comment**:

**4. How effective was the student in solving problems and making decisions during the completion of the project?**

[ ] Very Effective [ ] Somewhat Effective [ ] Not sure [ ] Ineffective [ ] Very Ineffective

**Add Comment**:

**5. How likely are you to use the project in its final format (i.e., print and mail a marketing card to customers, add video or images to website, have business cards or letterhead printed with new logo)?**

[ ] Very Likely [ ] Somewhat Likely [ ] Not Sure [ ] Unlikely [ ] Very Unlikely

**Add Comment**:

**6. How likely are you to ask this student to complete another project for you?**

[ ] Very Likely [ ] Somewhat Likely [ ] Not Sure [ ] Unlikely [ ] Very Unlikely

**Add Comment**:

# 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**: Great start for the project, there are a few things that could be completed to improve the overall experience on the site.

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

**Comments**: Cute site and great ideas. Could have had more content.

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

**Comments**: It’s a bit confusing on how it sends you straight to the designs without explaining what the designs are for.

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

**Comments**:

Most needed elements are there but there are a few recommendations for improvements:

* Missing Favicon
* Meta title and description need to be optimized as they are too short in recommended character count. Some pages are missing them all together.
* Add social meta data to each page
* Keyboard tabbing navigation is lacking in the middle of the home page
* The links in the middle should go to different categories of labels and right now they go to the same ones.
* Nice to see Alt text for the images, but have more descriptive, not just product 1.
* Form should have required \* fields
* Email link on contact page should link out
* I like the sticky mobile navigation but the design needs tweaking. Maybe use hamburger menu.
* A few of the product images are blurry -

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

**Comments**:

* Good attention to ADA color contrast compliance.
* Could improve on usage of header hierarchy - skipping h levels currently going from h2 to h5 on homepage.
* Product images are missing from each product
* Typography seems a bit off on the about page. Use consistent hierarchy and make sure the font paragraph sizes are the same.
* Products page should be in categories so that the home categories can link to the different presorted categories
* Recommend having consistent button colors and treatments throughout the site for better UX
* Recommend having more details in the footer such contact details and main navigation giving the user a second option for navigation
* The product labels have text with no margin and it could look better and be easier to read if this was fixed.

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

**Comments**: yes with a few tweaks

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

**Comments**: yes- listed above

**What are the main strengths of the project?**

**Comments**: Simple and streamlined

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

**Comments**: Make sure it’s all functioning correctly and sorts the products into categories. More information, reviews or details of how the product is used.