**WEB 2890 Project Feedback Form**

**Name of Student being Reviewed**: Kelli

**Name of Reviewer**: Meagan Hill

**Company/Position**: Friend

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

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

Acquaintance [ ] Professional [ ]

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** : 4

**Comments**: Overall project seems very simple and easy to navigate.

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

**Comments**: Simple business idea, there is diversity in the types of products labels would be used for but there could be more diversity of labels and actual web pages.

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

**Comments**: They included contact page and about page, there’s enough information to easily navigate and understand the website but leaves me looking for more.

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

**Comments**: Some blurry photos, use of maps was creative if actually able to use. Photos can be selected and more info available, but missing checkout page. Interactive filter is useful. I also like how the product enlarges as the mouse goes over it.

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

**Comments**: Colors on labels are inconsistent with branding, varying shades of pink outline when the brand color seems to be red and white.

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

**Comments**: This would need some work before including in a professional portfolio that you would show to potential clients.

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

**Comments**: The side bar was useful to navigate and filter, there are multiple pages overall pretty simple navigation.

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

**Comments**: The simplicity, the filter and the product overview when selecting are helpful. The homepage feels well put together and seems to be the strongest point. Buttons work and are interactive.

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

**Comments**: Lacking consistency in sizes, photos needs to be cleaned up and clear logo or logo colors on products. This project could include clarity on custom labels as they seem to already be done for them and laid out as options to choose from, not necessarily customized. Maybe giving the outlines of labels with color options and templates would align with this business idea a bit more. If the word customized is removed it would make more sense as well. User is left a little confused.