Peer Evaluation

9/29/15

1) It is clear what the project is supposed to accomplish and how the project applicant expects the car wash clients to benefit from the new app.

2) The topic seems feasible for one semester. The functionalities of the app could be coded in within one semester. The only concern is that how will customers know about the new app. If the proposal writer publicizes the app before releasing it, the customers will have more knowledge about the app and there may be more users and earlier responses. Also, perhaps the project creator could collect customer feedback before the completion of the project and to incorporate the customer suggestions into the project.

3) The thesis is clear. The proposal writer mentions that they expect the app will help them to be able to provide more services, gain more customers, and garner higher customer satisfaction.

4) The thesis is clear and the topic is feasible as well, so I don't think those parts of the project need to be modified.

5) The text flows logically, but it would be nice if the plan detailed how they would evaluate customer satisfaction after the implementation of the app. The proposal mentions that the number of new customers after the implementation of the app will be evaluated, but the proposal doesn't mention how the customer satisfaction of the previous customers will be evaluated.