Manchester Metropolitan University
Department of Languages, Information and Communications

Submission Point 1 (5%)

TEAM ID	Group 1

Ideation report	This is good and shows you've understood the ideation process. However, adding subheadings/paragraphs for readability and clarification would be a good idea. For instance, the sub-headings can include Initial Idea Creation Process, Element Ideas, Final Decision, etc.
User research report	The profiles provided are excellent and adequate. However, the summary subheading needs to be included. A summary sub-heading should be at the top, containing brief information about your findings, followed by the profile's subheading.
The proposal	The proposal is good and contains expected requirements - Project summary, Business objectives/goals, Primary audience(s), Branding/perception and Communication strategy. For the final submission, consider each objective item on a separate line rather than putting them together.
Competitor analysis	The analysis of the selected competitors meets the requirements of competitor analysis. For the final submission, consider adding conclusions containing a summary of key ideas from the competitors that you want to incorporate into your website. These include types of content such as text, images, videos, audio, etc.

Further comments: The group demonstrated a good understanding and provided good responses for SP1. For the final submission, makes the necessary corrections for the highlighted comments. After that, you can move on to SP2.					
Tutor	Samson Akintoye	**Date**	16-03-2023	**Total Mark**	4/5