

Submission Point 1 (5%)

TEAM ID	Group 5
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Ideation report	This meets the requirements of the ideation documents. However, the report could be organised better; remove the description part and add subheadings/paragraphs for readability and clarification. For instance, the sub-headings can include Initial Idea Creation Process, Element Ideas, Final Decision, etc.
User research report	This is good and meets the requirements for the User research report. However, you could change 'person' to 'profile' for clarity.
The proposal	The responses in the proposal are reasonably good. However, it could be better if the following were addressed. <ol style="list-style-type: none"> 1. Remove the description part of the report. 2. Objectives/Goals need to be better stated. The objective should itemize the services/functions your website will provide and start with 'To'. 3. Goals should list all user questions and start in asking question format. For instance, 'What ...', 'How', 'When', etc
Competitor analysis	This is good and shows you've understood the concept of competitor analysis. For the final submission, it would be good to 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 showed they understood the concepts in SP1. However, for the final submission, address the highlighted comments. After that, you can move on to SP2.

Tutor	Samson Akintoye	Date	16-03-2023	Total Mark	3.5/5
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