# Individual statement

Name: Sophie Norbury

MMU ID: 20012643

Word count:

One statement per team member.

Submitted to Moodle as a pdf.

Name the file using the following format:

team-number\_mmuID.pdf

e.g. 01\_99883344.pdf

The greyed text is a guide to each section. Remove this text and add your own (in a black font, not grey. Remember – max **500 words** (+/- 10%).

One statement per team member. If any are missing the team will lose marks.

Uploaded to the relevant Moodle drop box.

# Personal view of the team performance

An honest reflection on the project. How did the group did manage the project? Did everyone contribute? Did you? What was your contribution? Did everyone have specific roles? Did you meet regularly? Were there good communications? Were deadlines met? What would you wish to have done better? Personally, or as a team?

I’m pleased with how my team worked together, everyone was fair, we ensured the project workload was split up evenly between us throughout each submission point. We all discussed our own preferences and allowed each person to work to their strengths to complete this project successfully as a team. Personally, I am very design-led, and a creative person – my team knew this about me, and therefore allowed me to lead on the design, structure and layout elements of parts of our project, such as the mood boards, phone designs, and website design. Everyone trusted my judgement and took my opinions and thoughts for the more creative aspects of the project on board, this also included website content and appropriate imagery.

Overall, I believe our group managed the project well, and can confirm that everyone contributed. To succeed, we met almost every week at university, and if we didn’t meet on a Friday, we scheduled a meeting the following week to discuss where everyone was up to with their designated parts of the project and if anyone needed any help, we were able to communicate clearly with each other since we all knew each other before beginning the project as a team. We met all submission point deadlines on time and submitted ready for feedback, we managed this by looking ahead and familiarising ourselves with what the following submission points were expecting of us. We made sure that before submitting the portfolio we went back through our work to improve previous submission points based on the feedback we received.

**Critique of the web site**

A very brief critique of the final site. Have you fulfilled the clients brief? Do you have an attractive, accessible, usable, responsive web site that meets the user needs and the client’s business requirements?

We fulfilled the clients brief by ensuring we created a useable, friendly yet factual website on how-to keep fit, we expanded this brief by also including how-to eat well, and look after the human mental wellbeing. We expanded the content of our website further to include topics related to the ask of the client, such as a shopping tab. As well as providing how-to information, our website also provides suggestions for the user, so that our content does not feel forced upon the person reading it, as this could turn them away from using our website. Our websites content includes advice, factual statements and the information is accessible to all demographics of people, as we studied a wide range of this, and it reflects in our website, for anyone at any stage of a fitness journey, even if they haven’t started.

Our website uses friendly colours and imagery, including a range of warm colours complimented with pastel colder colours. The use of imagery includes both graphic illustrations and photography to help narrate our meaning to the users. The website is responsive and looks modern. Modern features such as the choice of font shows that the website has adapted to new design styles in the present day. Our website uses the full width of the page, allowing content to be evenly spaced out and for adaptation to different size screens.