

Peer Review

Simon Cruz:

He came up with the list of topics for the videos. He had a good contribution by providing insight about the specific courses he wanted to do for our project. Initially, we were lost because we didn't really have much agreement over what kind of courses we wanted to do. He helped with giving suggestions and planning out the groundwork for our program. In terms of focus, he gave us the information that we needed to do research and think about the content that we wanted to make for our project. Without his contributions in making up the itinerary of our program, we would waste a lot of time trying to decide what courses we wanted to use rather than go with courses that are essential for the elderly. He communicated well with the team and gave us clear expectations of what he wanted from the topics. His strengths is in critical thinking and having good vision on the execution of the videos. His weaknesses were in not being able to build out the landing page and do marketing of the product. Based on his performance, I will recommend him for future groups.

Shacara Pitre:

She came up with the images for the courses and the design of the courses. She is considered our graphic designer for our project. She contributed by finding images to decorate our packaging of our courses and identified the layout of the individual course pages. She helped make our product more appealing and visually attractive to potential customers. Without her contributions, our landing page would look boring and no one would want to purchase the course because there is no picture that can grab their attention. She helped pair the words to the specific visuals that is related to the course. She also communicated pretty well by giving us updates on what images

she was looking for and what kind of design that she was aiming for. Her strengths include being able to do creative things with images and being able to have an eye for design. Her weaknesses include not understanding the topics of the course and finding ways to design a proper logo. I will recommend her for future groups because she is very intentional with design and is on good communication with the rest of the team.

Joel Addo:

He came up with the outlines and words of the course. He is our copy manager and is responsible for refining the words and making sure that the vocabulary was not too daunting for any visitors. He came up with the idea of listing the details of the course by using a bulleted list that would give an overview for any potential customer. He also worked with different wordings to come up with the mission for the business. He was also in charge for making sure that our content was not re-distributed by creating a disclaimer. Without his contributions, the customers would not be able to get an overview of the course and see what the course is about, but the strong point is that he improved the wording to make it simpler and get the message across in a way that is concise and organized. In terms of communications, he replied pretty fast and keep us on track by telling us about his perspective of changing certain textual elements. For his strengths, he is very good at grammatical and structure of writing. For his weaknesses, he is not good at creating visuals and struggle to do the other technical stuff like building out the platform.