

Hey \*\*\*\*\*,

Here's my feedback on this week's draft:

### **Complete Wireframe: Good**

Your wireframes are clean and easy to read, so it's easy to understand where you placed each item. You provided some annotations, and I would encourage you to expand on those and provide more rationale behind the hierarchy.

Consider the user's goals when laying out your hierarchy. What matters most to the user, and how do those goals align with the business's goals? How would specific content provide value and a win-win situation for stakeholders and shoppers?

One thing that was a bit unclear was the footer. I'd considered grouping and labeling those boxes into one big container so it's clear these items are in the footer. One thing I saw missing was the site search required for the footer, and your search bar (which I liked that you made full-width on mobile and desktop) disappeared on the tablet view.

### **Responsive Design: Needs improvement.**

You had a neat idea for a sticker footer on mobile and at the bottom of the page - a great idea to reduce thumb stretch/strain and provide easy browsing access. I recommend annotating the navigation as an adaptive element (vs. true responsive). During office hours, peers called my mobile navigation for being more adaptive, and I will denote that in my final submission.

I know you mentioned some new software hang-ups, and that's completely understandable when learning something new. If possible, some area of focus for responsiveness is ensuring elements are of even spacing and width and elements aligned down the page.

Because this project is so responsive-focused (column grids, breakpoints, etc.), try noting what size screen you base your designs on and ensure that your elements are stacking/wrapping in order at the different breakpoints. For example, *about us* on the desktop is at the top before *new products*, but on the tablet, *about us* appears after *new products* (and on mobile, it disappeared.) If intentional, make sure to note it and the reasoning.

### **Annotation/ Explanation: Needs improvement.**

It was great to see annotations on this project. It helped explain some of your placement and sizing decisions and provided extra details.

As mentioned above, continue to annotate and expand on your rationale. I tend to write a book (which is probably overkill) when I explain my reasoning and then walk it back to it's a bit more digestible to those reading it. Still, I want to ensure all design decisions and rationale are thoroughly explained, with references to the source material used to justify those decisions.

I encourage you to dive a bit more into explaining what explicitly happens to some sections at the different breakpoints. You did this with the *new products* section on mobile; I'd expect to see more like this throughout each screen size.

---

Hi \*\*\*\*,

Here are my notes based on this week's feedback criteria:

### **Complete Wireframe: Good**

Your wireframes for this project are clean and easy to imagine in the finalized design.

I know your tablet header version is still a work in progress, and that's ok; thank you for noting that. Even as a work in progress, I can see the direction; everything seems aligned and thoughtfully considered.

One area I'd focus on for your finalized wireframes is ensuring all the required information is included in each section, particularly the sales/support call-out in the content area and the 'My Account' link in the footer.

### **Responsive Design: Good**

Ultimately you did a great job explaining the shifts in content with your three breakpoints in your annotations. Because this project is focused on responsiveness and using grids, I recommend annotating or including specific information on each screen size you used—E.g., widths, number of grids, fluid or fixed grids, etc.

For example, the tablet looks like a 12-column grid, so the top area would use a 3-column layout while the bottom could use a 2-column design. This would work because 12 can be divided evenly by 2 or 3.

The featured content area, sidebar, and recent additions on the desktop don't quite line up in the same columns as the Recent Twitter posts below. If intentional, can I assume the design is based on a 16-column grid?

### **Annotation/ Explanation: Good**

You provided some excellent reasoning behind your hierarchy and design decisions. You took care of what you didn't denote in the left rationale column in your annotations on each screen.

I thought it was interesting to use Twitter feeds as if they were user testimonials, which would provide social proof and value to a potential buyer in this scenario. I interpreted 'Twitter Feed' as the company's tweets for my design, so my placement rationale is entirely different, but your reasoning and positioning make sense in how you use it.

One area of improvement would be the reasoning around your mobile menu choice. I believe I understand your reason behind a scrollable menu vs. a hamburger, but I think it would be good to denote your thoughts on this design choice.

Overall, great job. I wish I could see the final project!

---

Hey \*\*\*\*\*,

I think you've made some significant improvements with documentation this week. Here's my feedback:

### **Complete Wireframe: Good**

Your wireframes are clear and easy to read, and you did a great job labeling elements, call-to-actions, and sections.

Because you highlighted your designs within the screens they were made for, it restricted the full viewpoints of the mobile and tablet designs, and we (the reviewers) aren't able to see the 2nd half of your page, mainly how you'd design the footer of the page for these breakpoints. I recommend breaking the designs out of the screens so we can see the full view of the page and how it will look as a whole rather than on a screen.

Regarding the featured products section, add more detail (or more annotation) to the design. Example: Are these meant to be clickable images only? Would they have a text headline and description copy? Could one add these items to the cart from the homepage? The same could apply to the Twitter feed section - are these images? Blocks of text? Etc.

### **Responsive Design: Needs Improvement.**

Some areas of focus for your polished design would be ensuring your margins and box widths are consistent, content aligns down the page, and everything fits evenly into a column-grid format.

I recommend including and annotating each screen size you used and the number of column grids in each of your designs. This will help you with alignment but also help you justify how your page arranges itself based on those grid points.

As noted above, because the footer areas are missing from the tablet and mobile sizes, I cannot provide feedback on any rearrangement or stacking done to fit those smaller screens.

**Annotation/ Explanation: Needs Improvement.**

First, I just wanted to note that your adjustments on how you annotated for this project are much easier to digest. The annotations were a little harder to read with dark text on a dark background, so I'd recommend lighting that up for the final documentation. But having your notes next to your design helped me when reviewing and providing feedback this week, so thank you.

It may be worth noting more rationale behind your content hierarchy choices. For example, you featured blog posts on mobile and tablet viewpoints. On the desktop, the main focus is products in a carousel. Annotating the reasoning behind that choice would help me understand your perspective on the users' goals.

Your design rationale is clear, but because this week's assignment focuses on responsiveness, it may be worth noting in more detail how specific content areas adjusts for smaller screens. I.e., How and why are those content areas shifting, changing, and/or going away as the screen gets smaller?

I hope this was helpful!