

Date/Time _____

Names _____

Business _____

ITPM 623:302 Presentation Critique Form

CONTENT	Needs Improvement					Excellent
	1	2	3	4	5	
Provided a brief overview of the industry and type of business	1	2	3	4	5	
Described how the company differentiates itself from competitors; identified its stakeholders; stated whether they are a successful business	1	2	3	4	5	
Analyzed company's website examining structure, content, text, graphics, presentation style, navigation, and promotion	1	2	3	4	5	
Articulated the unique features of the website including Web 2.0 and social media capacity	1	2	3	4	5	
Explained the website metaphors and target audience for the site	1	2	3	4	5	
Made recommendations to improve the design of the website	1	2	3	4	5	
Identified an ideal project team and provided three questions for each team member to help improve the website	1	2	3	4	5	
DELIVERY						
Eye contact and voice projection	1	2	3	4	5	
Quality of the slide deck (graphics, logos, font size, hyperlinks etc.)	1	2	3	4	5	
Overall impact	1	2	3	4	5	

Grade

/50

Comments: