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| **The group you are *assessing:*** | | **Save your file. Use this format: group being assessed your group.doc So an example would be TIV Voltes5.doc – where TIV is the group being assessed and Voltes5 is your group.** | |
| **Super women** | |
| **Your group name:** | |
| **Instructor** | |
| A | B | C | D |
| Are ideas presented connected with the aim of the presentation? | Are the ideas presented clearly supported with evidence and logical argument? | Is it easy to follow & to understand? (Are the slides clear and easy to follow e.g. use of new pictures, words, graphs) | Overall impression (is it a group presentation etc.?) |
| 40% | 30% | 20% | 10% |

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| Comments (space will expand as you type)  Introduction - see how to manage this from my website (a good structure sets you up at the beginning)  Animate the slides (Also see reducing PPT overload -- this is a form of segmentation by animation)  Reduce the words on the slide  Slide design - easy on the eye - nice  Give axis labels (figures)  Agenda missing  Qu - Objectives needed what is the goal of the work  Qu - it is very classic (hmmm) fit with objectives - see point 3 should be one  Qu - narrow to booking.com - I very much like the explanation why you chose this site e.g., authentic ("valid")  Qu - explaining an review - could explanation but it will become powerful with animation  Qu - let me see!! Result table let it breath  Qu - dissatisfaction - break this out more - so we can feel the specific  Qu - strengths - weakness - what is the source of these ideas  Qu - survey card - how make this work better?  Qu - front desk (work well - customer is talking) how capture it though  Qu - room calls v. front desk and voucher - confused + call later (who is making the effort here?)  Qu - promote (VIP) OR listening (where does most revenue come from?)  Qu - don't like to talk - but that seems to be where they are getting most info  first hand = primary data  make up mistake - see immediately  Remedial work:  This is a well done project that reveals careful thought and signficant time investment. It is interesting to read and is well grounded in theory and practice. I am very impressed in the literature that you have unearthed.  So let's get to a few tweaks to upgrade the work:  - Styles! Make word work for you  - Focus your objectives - listening and analyzing customer feedback / reviewing and critquing the hotels methods of listening  - Revist Table format  - Revisit Figure (graph)  - The main issue is the conclusion. This, after all this exciting work, is like popping a balloon! It is not incisive and certainly does not do justice to what has gone before. Align things to the objectives.  Good stuff! Awsome | | | |
| Grade (%) | | | |