



Carnegie Mellon University

Peer Review

Elevator Speech

- Create a 30 second speech
- Includes
 - Names your site and CP
 - Describes what they do
 - States the problem/opportunity
 - Ties the problem to their mission
 - States what your approach to address the problem/opportunity

Peer Review

- Be constructive.
 - Don't sound critical.
 - Be helpful.
- Include positive feedback.
- Separate the product from the person.

Peer Review

Separate the product from the person.

Which is better?

- You have not made your case that a web site is important.
- The argument for a web site is lacking completeness.

Peer Review

Be constructive.

Which is better?

- The argument for buying the software is weak.
- The recommendation for this choice of software would be better if it included reference to future upgrade costs.

Context Analysis Review

- Answer the overall questions on the Guide sheet.
- You do not need to be correcting grammar, etc. (unless you want to).
- Do as thorough a job of giving feedback as you would like to get from YOUR peer reviewer.

Coming due ...

- Review calendar