

Steven Heitman
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INFORMATION ARCHITECTURE:

**Case Study for Ms. Hannah Vergossen, Entrepreneur,
Inhaberin bei familymeetsstudent UG (haftungsbeschränkt)**

Feedback and Evaluation of Mr. Heitman's Performance

1. Were you pleased with Mr. Heitman's performance?

Very briefly, Mr. Heitman did an excellent job in all the areas mentioned and performed professionally at an excellent level as an Information Architect, User Experience Designer, Researcher, Mentor, Director. Mr. Heitman got to know my web service www.familymeetsstudent.com by coincidence. He looked at the website and right away saw some issues that had to be redone. I asked him to meet up in order to take a more detailed look at my website. Out of this developed this project. We started it on April 1, 2013, and continue working together in the future. I am very pleased with Mr. Heitman's performance: He always shows a big effort and got really engaged in the project. He is a person who likes to really look at the details while working and who gave effective feedback and ways to apply it on my website (significantly improved interaction design and better built-in affordances). He also managed to make me look at my website from a totally new perspective and got me to recognize issues that I would not have realized before. For example, when giving me the task to make User Case Scenarios, he got me to think more in detail about my target group and about where to do marketing for my website. All in all, I am very pleased with his performance and can only recommend him to future employers.

2. Is he an expert Information Architect, User Experience Designer, Researcher, Mentor, Director?

First, he is an expert Information Architect as he really understood how to organize and label my website. Together we created perfect wireframe mockups which will now be used in order to redesign my website. Furthermore, he is an expert User Experience Designer, Researcher, as he understood how to create the website in order to make it easier for the end-user. He saw exactly which processes and issues were too difficult for the user and together we worked on easing the user experience on my website. Also, he is a very good Mentor and Director as he always gave me work to do and made me understand the process of the user experience, for example. After having worked with Mr. Heitman I can say that I have learned a lot of things and have gotten to notice a lot of issues regarding www.familymeetsstudent.com that I would not have realized without having him as my "Mentor" and "Director".

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3. Does Mr. Heitman have usability testing skills?

While designing our website, Mr. Heitman always proved that he had great usability testing skills. He always looked at how the user would look at the website and focused on the user-centered interaction design. When I will evaluate the new website by testing it on users, I will definitely work together with Mr. Heitman.

4. Did he complete assigned tasks in a timely fashion?

Mr. Heitman always worked, as I said before, very detail-oriented and brought in his extensive knowledge. However, he still completed his tasks in a timely fashion and was very flexible regarding our meetings.

5. Does Mr. Heitman have people skills?

Through my work with Mr. Heitman I have come to realize that he has great people skills. He can express himself in a very good manner and can explain very well. As I said before, without having worked together with him, there would have been a lot of issues regarding user-centered design and Information Architecture that I would not have understood. He can communicate his ideas effectively which makes him achieve his business goals as well as, I think, his personal goals.

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6. Would you recommend him to future employers without hesitation?

After having worked together with Mr. Heitman for two months and having experienced such a great progress (regarding my website) during that time, I can really recommend Mr. Heitman to any future employer without any hesitation. He is a great business partner, who I was very glad to have met. Feel free to contact me via email for a recommendation or take the letter of recommendation if I am not available to speak with you.

Ms. Hannah Vergossen
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