

Peer Review: Technical Specifications

Author: _____ Date: _____

Reviewer: _____

Project Background**Circle & Make Comments**

Type of Audience Is Clear

Yes No Needs work

Needs/Interests of Audience Identified

Yes No Needs work

Appropriate Tools/Techniques Listed

Yes No Needs work

Thesis Statement Included

Yes No Needs work

Purpose of Document Is Clear

Yes No Needs work

Sources Listed

Yes No Needs work

Neat & Error-Free

Yes No Needs work

Peer Editing: Approach

The goal of a peer review is to work together to produce a more effective work document. Since the peer review usually takes place within an ongoing relationship, you need to work to preserve and strengthen the working relationship. Remember to respect the author's feelings and sense of ownership.

- Put your pencil down and read the entire document; then edit
- Don't use a red pencil
- Try for a face-to-face meeting
- Begin with a positive statement, if possible
- Use "I" statements to offer your observations (I noticed, I wondered, I believe, I did not understand, I could not follow...)
- Do not feel obliged to offer solutions
- Use concrete language
- Offer examples from the author's text
- Use the peer editing worksheet to guide the conversation

Product Specification**Circle & Make Comments**

Product Specification	Yes	No	Needs work
Layout Is Attractive & Professional			
Clear, Limiting Title Is Included			
Picture of Product Is Included			
Product's Purpose Is Included			
Correct Details Are Included			
Details Organized by Subheads			
Graphics Appear where Helpful			
Level of Technicality Is Appropriate			
Is Near & Error-free			

Scoping Out the Competition

Learning about your competitors' products and marketing strategies is useful for several reasons.

- Your creative juices will be stimulated.
- You will learn how others solved the same problems you faced.
- You will see how a similar product is made "different" enough so that it has a place in the market.
- You will know how your competitors are packaging their products, including the marketing messages they are sending.

Remember, if you are using a website, you may have to move through several screens in order to reach an actual specification. Be persistent. It's worth it to see what the competition is up to.

Peer Review: Technical Specifications - Presentation

Author: _____ Date: _____

Reviewer: _____

Presentation	Circle & Make Comments		
Cover Slide Has Correct Information	Yes	No	Needs work
Layout & Content Appropriate for Audience	Yes	No	Needs work
Final Specification Is Described	Yes	No	Needs work
Choices Made Are Described	Yes	No	Needs work
Everyone on Team Has a Role	Yes	No	Needs work
Next Step(s) Is Clear	Yes	No	Needs work
Proper Tone	Yes	No	Needs work
Slides Neat & Error-Free	Yes	No	Needs work

Presentations – Peer Review

When reviewing a colleague's presentation, the goal is to put yourself in the shoes of the intended audience. You might ask yourself these questions to help focus your review:

- Do the title, layout and content make it clear who the audience is?
- Do I understand the purpose of this presentation?
- Would this presentation make me want to adopt the specification being presented?
- Can I name something that this team has done well?
- What is one helpful suggestion I might make so that the presentation is even more effective?
- Where can I use concrete language and examples from the presentation to help explain my remarks?

Then use the peer editing worksheet to guide the conversation.

8/06