

Name: Alex Darlington & Muza Ahmed

Project: Allectio

I like the idea behind Allectio, you were very precise and concrete in explaining what it is about.

The customer journey is very helpful to understand the process you guys go through, but I would like to see the process behind the job selection or how they get selected to start the job.

While explaining the strategy overview you mention your target customer persona, it would have been great to see a slide of that to better understand our marketing segment.

Also slides to explain all your ideas to meet your market strategy, maybe with prototypes and images. It would help the viewer to stay engaged in your presentation.

Also, I would have loved to see a timeline and some numbers, if you receive any income from donations or somewhere else.

I love the webpage and the bonus idea about ukraine.

Good Job!

Helena Rivera