



Review report of a final thesis

Student: Lea Petrášová
Reviewer: MSc. Juan Pablo Maldonado Lopez, Ph.D.
Thesis title: Product Design of Data-driven Solution for Personalizing Static Content on Websites
Branch of the study: Information Systems and Management

Date: 24. 5. 2018

<i>Evaluation criterion:</i>	<i>The evaluation scale: 1 to 4.</i>
1. Fulfilment of the assignment	1 = assignment fulfilled, 2 = assignment fulfilled with minor objections, 3 = assignment fulfilled with major objections, 4 = assignment not fulfilled
<i>Criteria description:</i> Assess whether the submitted FT defines the objectives sufficiently and in line with the assignment; whether the objectives are formulated correctly and fulfilled sufficiently. In the comment, specify the points of the assignment that have not been met, assess the severity, impact, and, if appropriate, also the cause of the deficiencies. If the assignment differs substantially from the standards for the FT or if the student has developed the FT beyond the assignment, describe the way it got reflected on the quality of the assignment's fulfilment and the way it affected your final evaluation.	
<i>Comments:</i> The work is in line with the assignment.	
<i>Evaluation criterion:</i>	<i>The evaluation scale: 0 to 100 points (grade A to F).</i>
2. Main written part	90 (A)
<i>Criteria description:</i> Evaluate whether the extent of the FT is adequate to its content and scope: are all the parts of the FT contentful and necessary? Next, consider whether the submitted FT is actually correct – are there factual errors or inaccuracies? Evaluate the logical structure of the FT, the thematic flow between chapters and whether the text is comprehensible to the reader. Assess whether the formal notations in the FT are used correctly. Assess the typographic and language aspects of the FT, follow the Dean's Directive No. 26/2017, Art. 3. Evaluate whether the relevant sources are properly used, quoted and cited. Verify that all quotes are properly distinguished from the results achieved in the FT, thus, that the citation ethics has not been violated and that the citations are complete and in accordance with citation practices and standards. Finally, evaluate whether the software and other copyrighted works have been used in accordance with their license terms.	
<i>Comments:</i> The thesis is quite readable.	
<i>Evaluation criterion:</i>	<i>The evaluation scale: 0 to 100 points (grade A to F).</i>
3. Non-written part, attachments	90 (A)
<i>Criteria description:</i> Depending on the nature of the FT, comment on the non-written part of the thesis. For example: SW work – the overall quality of the program. Is the technology used (from the development to deployment) suitable and adequate? HW – functional sample. Evaluate the technology and tools used. Research and experimental work – repeatability of the experiment.	
<i>Comments:</i> The technology used is suitable and relevant to the assignment.	
<i>Evaluation criterion:</i>	<i>The evaluation scale: 0 to 100 points (grade A to F).</i>
4. Evaluation of results, publication outputs and awards	90 (A)
<i>Criteria description:</i> Depending on the nature of the thesis, estimate whether the thesis results could be deployed in practice; alternatively, evaluate whether the results of the FT extend the already published/known results or whether they bring in completely new findings.	
<i>Comments:</i> Although the jury is still out there and more iterations of the product might be needed, the success story outlined in the thesis suggests that the methodology has strong commercial value.	
<i>Evaluation criterion:</i>	<i>No evaluation scale.</i>
5. Questions for the defence	
<i>Criteria description:</i> Formulate questions that the student should answer during the Presentation and defence of the FT in front of the SFE Committee (use a bullet list).	

Questions:

- It sometimes happens that the CEO or major stakeholder insists on a specific feature that the Tech Lead believes unfeasible/illogical. How should the Product Manager mediate in those situations?

- How could you modify the product design framework for service-oriented industries? For instance, how could this framework help a freelance software developer find a suitable spot in the market for his/her services?

Evaluation criterion:

The evaluation scale: 0 to 100 points (grade A to F).

6. The overall evaluation

90 (A)

Criteria description:

Summarize which of the aspects of the FT affected your grading process the most. The overall grade does not need to be an arithmetic mean (or other value) calculated from the evaluation in the previous criteria. Generally, a well-fulfilled assignment is assessed by grade A.

Comments:

I enjoyed reading the thesis. I think it is well written and addresses a common issue in many companies (notably tech startups) that struggle "building something that no one wants". I trust that Lea is ready to launch her career as a successful Product Manager.

Signature of the reviewer: