

Learning outcome 4: Professional standard

In the First Group Project in the 2nd Semester, I took the lead in executing the **project plan** and **content strategy**, including the development of the **MoSCOW plan**. Additionally, I **maintained regular communication with the client** on behalf of the group, ensuring alignment with their expectations and needs throughout the project.

To have comfortable working flow within the group, I tried to arrange a few group meeting, where everyone could clear out their thoughts about the project.

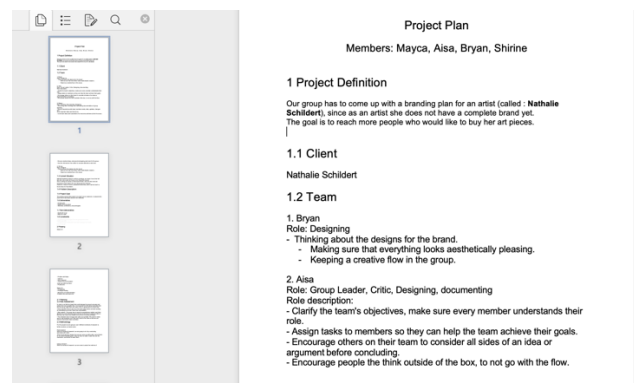
At the end of the 1st group project, I also requested a meeting, where I asked my groupmates to share their feedback about each other so everyone could freely share their opinion, which can help to let go of negative feelings and push us to learn our mistakes. At the end of this meeting, I also offered my position as a group leader so that in the next group project someone else can try themselves out as a leader.

WorkMap			
Shirine	Aisa	Mayca	Bryan
Team charter document	Writing the project plan	Designing a styles cape	research about social management
Writing, printing and delivering the survey for client research	Designing a styles cape	Thinking about a MOSCOW plan	Designing a styles cape
	Thinking about a MOSCOW plan	Designing logos	Thinking about a MOSCOW plan
	Designing logos	make the brand guide	Designing logos
conducting the interview			
Filling in the survey data	making a persona	instagram prototype	Prototype for an instagram page
Making a summary of the survey	reaching the client		Prototype for website
Making a persona	making the content strategy		
website prototype	designing a poster/flyer		
	making the final presentation		

Making sure that everyone is happy with their work.



The Presentation that I made for the group.

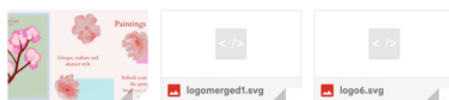


The Project Plan for the group

cimzett: nathaleschildert

Dear Nathalie,
My name is Aisa Szakal from Fontys and since this is the last week working on the project of yours, I thought it would be great to contact you before the presentation.
We finalized the style scape (with colours, fonts, style) and I would ask you if there is anything that you don't like about it.
We also have the two final logos that we changed a bit since the last talk with you, so maybe if you could choose one that would be great (I attached everything below).
Overall, I know we didn't speak with you that much, but it was nice to "meet" with you, see your work, and hear your story.
I hope you will like the final product.
Kind regards,
Aisa Szakal (and team2).

3 melléklet • Megvizsgálta a Gmail



Reaching out for the client, for the needed information.

3rd WEEK's to-do

- ☒ Finalise styles cape MONDAY
- ☒ Finalise logo MONDAY
- ☒ Summary of the survey MONDAY
- ☐ (make instagram template)
- ☒ make a persona TUESDAY
- ☐ brand guide

Planning week 1-2

Week 1:

Making sure that the To Do List is updated every week.