

Management Feedback

Sales and Marketing

I think the posts are great and the timeline looks good too. I like how the posting is split between apps to increase reach. This can also help to see which format of content will garner the most attention. There are a few changes I would consider, such as:

1. Add pictures to the website, and have our slogan on the front page.
2. Create a bio for our social media accounts.
3. Explain reasoning for your social media timeline
 - a. how you chose what days to post.
 - b. why you chose to post videos or pictures when you did.
 - c. will it be funny content, will it have a cute aesthetic, will it be serious?

Research and Development

Your form is clear and concise and the development research is great too. This being said, there are a few little adjustments that could be made. For example;

1. On the form when you ask about the frequency of attending coffee shops, you could have some options to make it easier to categorise and analyse the data.
2. Make the questions stand out a bit more from the answer by writing them in bold or having them underlined.
3. In the development research you could explain how we could incorporate google maps into the design as it will be a pivotal part of the app.