# Weekly Reflection Template

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| **Name: Syed Zaham Haider** | **Date: 28/01/2025** |
| **Individual objectives for this week:** | **Evaluation of performance:** |
| * Assist the marketing lead in reviewing the project scope and ensuring it aligns with the NHS Mental Health App’s vision. * Support the marketing team by helping gather and review the branding requirements and ensure they meet the client’s guidelines, such as user-friendliness, accessibility, and sensitivity in language. * Aid in preparing initial marketing content for the app’s presentation and work on early drafts of branding ideas. | * *During Week 1, my role was primarily to assist the marketing lead with various foundational tasks. My main contribution was helping review the project brief to ensure the marketing team’s understanding aligned with the client’s requirements, particularly in terms of app accessibility and the sensitive language needed for a mental health app. I helped refine early branding ideas, contributing feedback on how the app’s visuals could appeal to a broad audience, especially considering the diverse user group.* * *In terms of the app’s presentation and branding elements, I played a supportive role in reviewing the draft content the marketing lead created, offering suggestions for improvement where needed. This week, I learned a lot about the importance of collaboration in a larger project and how subtle nuances, like wording and color schemes, can make a big difference in user engagement, particularly for mental health apps.* |
| **Individual objectives for next week:** | |
| * **Continue supporting the marketing lead in refining the app’s branding, focusing on user engagement and accessibility.** * **Assist in the preparation of the initial requirements documentation, ensuring the marketing aspects align with the app’s core objectives.** * **Work with the team to develop an initial project pitch for client feedback.** | |