# Weekly Reflection Template

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| **Name: Syed Zaham** | **Date: 12/02/2025** |
| **Individual objectives for this week:** | **Evaluation of performance:** |
| Finalized the Marketing Strategy Document (Task A6), ensuring all branding and promotional strategies were in line with NHS standards.  Helped structure the company website by contributing to key sections like the team introduction, mission statement, and marketing strategy.  Ensured that our corporate identity (logo, colors, branding) was fully prepared for presentations and marketing materials.  Reviewed and integrated feedback from the client meeting into the marketing plan, adjusting our branding approach as needed.  Worked closely with Walid. | * This week, my focus was on supporting the finalization of the marketing strategy and ensuring the branding message is clear and aligned with NHS guidelines. I contributed to refining our messaging by helping to write copy for the key sections of the marketing materials and offering feedback on the design elements used in presentations. I was particularly involved in ensuring our tone and branding strategy stayed consistent across all platforms, from our website to presentation slides. * Additionally, I helped create a customer journey map to highlight how our target audience would interact with the NHS Mental Health App. This exercise helped ensure our marketing efforts would resonate with the target demographic. I also played a role in refining the engagement strategy by focusing on how we could leverage social media platforms to create a strong presence for the app. * I felt that my collaboration skills improved, especially while working with both the marketing and design teams to integrate feedback from our supervisor into the project. However, I need to further develop my technical understanding of website UX to be able to contribute more in discussions around user experience and accessibility in the next phases of the project. |
| **Individual objectives for next week:** | |
| Refine the website prototype, making sure it meets the NHS branding requirements and is accessible to a wide audience.  Make sure that all the marketing materials are fully integrated into the final project deliverables, including the website, presentation, and client feedback report.  Work closely with the development team to add the necessary marketing elements into the final version of the app, ensuring everything is consistent.  Continue collaborating with the team to improve the marketing strategy and make sure it aligns with the overall project goals.. | |