# Weekly Reflection Template

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| **Name: Syed Zaham** | **Date: 25/02/2025** |
| **Individual objectives for this week:** | **Evaluation of performance:** |
| 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. | This week, I dedicated time to refining the website prototype, ensuring that it not only met NHS branding standards but was also accessible to a broad audience. My focus was on making sure the visual identity and messaging were consistent with the brand guidelines, while ensuring the website was easy to navigate for all users.  I also ensured that all marketing materials were fully integrated into our project deliverables. This included aligning the website, presentation, and client feedback report so that our branding and messaging were consistent across all platforms. I was involved in organizing the structure and flow of the marketing content, ensuring everything remained cohesive.  In addition, I worked closely with the development team to integrate the necessary marketing elements into the final version of the app. This involved ensuring that the branding and messaging aligned with the project’s vision and the app's functionality, especially when it came to promoting the app’s key features.   * Throughout the week, I continued collaborating with the team to enhance our overall marketing strategy, making adjustments where necessary to ensure it aligned with our overall project goals. This experience has helped me improve my project management and communication skills, especially in working cross-functionally with both marketing and development teams. |
| **Individual objectives for next week:** | |
| • Conduct a final review and submit the A6 Marketing Strategy document.  • Ensure all marketing and branding materials are finalized and correctly documented.  • Provide support in the final structuring of the company website and ensure accessibility elements are integrated.  • Assist in preparing for A8 self and peer assessments, ensuring my contributions are properly recorded.  • Work on additional content refinements for marketing materials, if needed. | |