# Weekly Reflection Template

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| **Name: Syed Zaham Haider** | **Date: 05/02/2025** |
| **Individual objectives for this week:** | **Evaluation of performance:** |
| * Provide support in finalizing the marketing and branding strategy, ensuring that it aligns with the NHS branding guidelines. * Assist in the preparation of the presentation for the team pitch, focusing on marketing elements. * Collaborate with the marketing lead to finalize our group structure, rules, and role distribution within the project. | * *This week, I was actively involved in assisting the marketing lead as we finalized our team structure and roles. I helped ensure that our marketing strategy adhered to the NHS’s branding and accessibility requirements. This involved double-checking the tone of messaging and the visual elements of the branding to ensure they were clear and appealing to the intended user base, while being mindful of the sensitive nature of mental health.* * *I also assisted in preparing materials for our project pitch to the client. My role was to review the content and ensure the marketing sections accurately represented the app’s goals, such as user interaction, engagement, and daily check-ins. The marketing lead handled most of the strategy and content creation, while I helped provide feedback and suggestions for improvements.* |
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| Objectives for next week:   * *Support the marketing lead in refining the project pitch based on feedback from the client.* * *Continue to assist with marketing content creation, ensuring it aligns with the app’s mission of being a reliable, low-cost mental health support tool.* * *Assist with gathering additional resources and feedback on the marketing strategy to enhance the user experience.* | |