# Weekly Reflection Template

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| **Name: Syed Zaham** | **Date: 11/02/2025** |
| **Individual objectives for this week:** | **Evaluation of performance:** |
| * Support Walid in finalizing the Marketing Strategy Document (Task A6) to ensure our promotional strategies and branding adhere to NHS standards. * Contribute to outlining the company website’s key sections (team introduction, mission statement, marketing strategy) to create a clear and organized structure. * Assist in confirming that all corporate identity elements (logos, color palettes, branding materials) are fully prepared for use across presentations and marketing collateral. * Help incorporate client feedback into the overall marketing plan and branding approach. * Work closely with Walid to refine the marketing section, ensuring consistency and alignment across all materials. | * I collaborated with Walid to complete the Marketing Strategy Document, ensuring that crucial elements such as zero-budget marketing tactics and corporate identity guidelines were well-integrated. * I played an active role in outlining the website structure, contributing ideas for layout and content that reflect our NHS-aligned branding. * I assisted in ensuring that our visual identity was consistent by double-checking that all design elements met the required standards. * We effectively integrated client feedback by emphasizing greater accessibility and clearer branding in our strategy. |
| **Individual objectives for next week:** | |
| Refine the website prototype to ensure full alignment with NHS branding and accessibility requirements.  Ensure that all marketing materials are cohesively integrated into the final project deliverables, including the website, presentation, and feedback reports.  Collaborate closely with the development team to embed the refined marketing elements into the final prototype. | |