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| **Name: Syed Zaham Haider** | **Date: 27/02/2025** |
| **Individual objectives for this week:** | **Evaluation of performance:** |
| * Ensure the final version of the A6 Marketing Strategy document is submitted. * Confirm that all marketing and branding materials (logo, mission statement, website elements) are finalized. * Review and test the company website, ensuring that all content aligns with business-focused messaging. * Prepare for the second client meeting next week by reviewing feedback from the first meeting. * Coordinate with the team to ensure we have a clear presentation plan for the client meeting. * Provide input on A8 self and peer assessments, reflecting individual and team contributions. * Finalize website documentation (including screenshots, wireframes, and justification for design choices). | This week, I played a supportive role in the marketing efforts by collaborating with Walid to ensure that the A6 Marketing Strategy document was ready for submission. I also worked alongside Jeremy to identify and document the functional and non-functional dependencies for the company website, ensuring that both the technical aspects and user experience were fully considered. In addition, I helped the team refine the branding and website content to reflect the business-oriented nature of My Software more effectively.  In preparation for the upcoming client meeting, I reviewed feedback from the initial session and contributed ideas to align our presentation with the client’s needs. Finally, I began working on the A8 self and peer assessments, ensuring fair evaluation of each member’s contributions to the team. |
| **Individual objectives for next week:** | |
| * Finalize presentation materials for the second client meeting, ensuring clear communication of our business solutions and progress. * Coordinate with the team to structure a well-prepared client consultation session. * Ensure the website is fully functional and accessible, with proper navigation and branding before presenting it to the client. * Address any client feedback and refine our marketing strategy or website accordingly. * Assist in finalizing A8 self and peer assessments, ensuring fair evaluation of contributions. * Ensure that all submission files are correctly formatted and ready for final review. | |