SWEng Group 3 Enterprise
QA Self Assessment 2

Name: St.John Gilbert   Role: Marketing Manager

How do you feel the project is going in terms of the whole Group's effort, in particular meeting the first Iteration deadline?

There was a great effort made by everyone in the lead up to the the first iteration deadline. Everyone contributed their own efforts as well as helping out with other aspects that needed to be done.

How do you feel the project is going in terms of your individual effort, in particular meeting the first Iteration deadline?

I feel that my market research has been used to great effect so far in designing the app which is great. I am not the most proficient programer so I have been able to call on help from the team, particularly Jack and Marco and the help i have received has been wonderful. I hope to contribute to the next iteration with some more independent code and build on what i have done in the first iteration.

Are you meeting the QA metrics that you set for the QA Manual? (if applicable)

Metric	Am I meeting it?
Brand Awareness/ strength	Not yet, a survey about cooking habits has been sent out and collated. The information has been used in a marketing financial research document. I hope to research more about how customers view the brand by means of a focus group maybe.
Sales	Not finalised yet but rivals sales figures has been have been investigated. Will need to work with finance manager to come up with estimate of share of market.
Customer satisfaction and customer loyalty	A very difficult thing to gauge without a working product or prototype. It could be incorporated into a focus group exercise but would only be the opinions of a potential customer.

Do you have any issues with how work is being carried out in the Group? If so, what are they and how would you like them resolved?

N/A

Do you have any issues with how meetings are being carried out in the Group? If so, what are they?

Meetings have been more efficient recently, i think round table updates are a good way to keep everyone aware of work that's been carried out.

Do you have any further queries you would like to be brought up in a meeting?

No

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