

# St.John Gilbert Final Report - Marketing Manager

My role within our software engineering project group was the marketing manager, a role that was totally new to me in the beginning. I feel that I have grown into the role and successfully carried out all tasks required of me and more. I have also been part of the software team successfully implementing some key functionality of the product.

At the start of the project I began initial market research into the market we had decided to venture into in terms of the size of the market, competition and existing solutions as per the QA manual. I successfully scrutinised competition products and identified gaps in the market and how to exploit them, this information was fed back to the team to aid in the design process. Having identified a lack of products aimed at younger generation I pushed for targeting this age group which was agreed by the team as we all felt it was an audience we could identify with.

The initial market research provided useful information for development of the app and reviews of competitors revealed what features were desirable and what we should implement. I carried out extensive investigation into our target audience looking into cooking trends, common behaviors and ideology of 18-30 year olds. By grasping youth behaviors I was able to aid with design and development of the app and was able to understand how to successfully appeal to this audience through tailored marketing.

I carried out an online survey at the university which proved useful insight into cooking trends and habits shared amongst this age group. This aided in setting a pricing strategy with the financial manager, I developed the business model with the financial manager where we came to the decision of having a subscription version of the app and a free version. We decided on which features would be limited in the free app as well as what sort of advertising we should use in it. I came up with a specific marketing strategy in order to achieve our market goals and sales predictions, carrying out research where necessary into costs and return rates.

For the other part of my role as a software engineer i contributed to the best of my ability to the coding working either in paris or on my own. I developed the filter functionality and the suggestions functionality with Marco as well as adding the ingredients from a recipe to the shopping list. Alex Bennett developed the shopping list page so I worked with him at the end implementing the algorithm I had created for adding two of the same shopping items together in the list. I developed the advertising slides in the free version and added those into the slide show as well as creating the activity for playing the instructional video once it had been selected. I also added in the functionality to search when enter had been pressed on the keyboard.

The hardest part of the programming for me was getting to grips with android studio and github, two tools I had previously not interacted with. Overall I believe I successfully contributed to the coding and completed the tasks assigned to me by the software manager to a high standard.

Later on in the project i took on the role of deputy financial manager aiding the financial manager in some research that was required. I created a further research document with investigation into costing of various aspects of marketing and future costs. I also contributed to a product description document for this role.

I believe my overall contribution to the group project was beneficial, necessary and was of the highest quality. A list of deliverables I contributed to are as follows:

- QA Manual, wrote my section describing the roles and responsibilities, risks and mitigations and QA metrics
- Group tender presentation, I created and developed the slides and gave part of the presentation detailing my market research. I did not finalise all slides as there were slides that I would not have been presenting so others in the group finalised them.
- Financial reports 1-3, I aided the financial manager in collating timesheet information as well as liaising with the financial manager and developing pricing strategy and business model
- First and second iteration, I contributed to the code as described previously, writing code for the first and second iterations
- Sales Presentation, once again I created and developed the slide deck, particularly my slides and delivered them in the presentation.
- HTML Tour, added sections relevant to marketing

My work for this project has been good, I have positively contributed to a number of deliverables and to the coding of the product. I believe the quality of my market research has been of a high standard and used to the groups benefit. If i were to do this project again I would make a start learning how to use android studio sooner as there was a steeper than expected learning curve which delayed the writing of useful code, I would also have bought a newer laptop capable of efficiently running the emulator rather than borrowing one for the second iteration.