

# SWEng Group 3 Enterprise QA Self Assessment Sheet

Name: St.John Gilbert Role: Marketing manager

**How do you feel the project is going in terms of the whole Group's effort?**

Seems to me that everyone is pulling their weight, no notable frequent absentees from meetings and when we get together we work well. We all help and respond to each others queries as best as best as we can.

**How do you feel the project is going in terms of your individual effort?**

My market research has gone well, i wouldn't say it's finished as there's always something new coming to market and trends change with time. Marketing is something that would need to be ongoing as long as theres a business but i feel like i have contributed a lot from researching competition, audience, pricing and features.

**Do you think that you are meeting the QA metrics that you set for the QA Manual (if applicable)**

I have sent out a survey as part of my market research but without a finished product it's difficult to assess our brand awareness. I have researched competitors sales and thought about how we can capture some of the market, how much is yet to be estimated. Again without a finished product or a first iteration i cannot assess customer satisfaction and loyalty. I can and have however researched issues that customers have with existing products and fed this back to the group so that we don't make the same mistakes and lose customers.

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

N/A

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

N/A

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