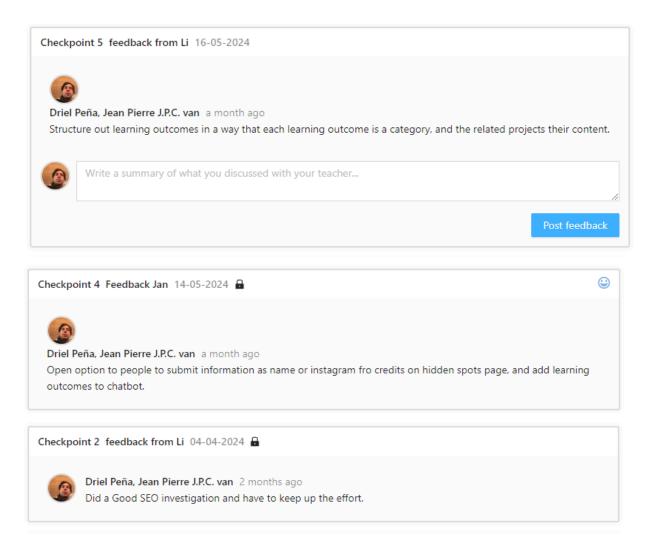
## Feedback:

Through the semester i asked and received feedback not as much as i would have liked, most of the feedback was for group projects and Matheusz, our team leader, was in charge of writing it down on feedpulse. I had a many feedback sessions without feedpulse as well and they helped me make my projects better.

Lastly, the feedback that helped me the most for the portfolio, where the comments after the portfolio reviews.



Checkpoint 1 First assessment with Amer and Li 28-03-2024 🔒





Driel Peña, Jean Pierre J.P.C. van 3 months ago

I need to explain learning outcomes more in detail in portfolio, have more content, ask more feedback, overall make it better, put more effort into it.



**Driel Peña, Jean Pierre J.P.C. van** 3 months ago Create a Trello to organize my workflow as well.

Checkpoint 1 week3\_Class2\_group project\_coach Li 07-03-2024 🔒





Nawrocki, Mateusz M.K. 3 months ago

Till this stage of the project, we managed to conduct extended research that shall be helpful in the branding process. This research includes aspects like logo design and typography, together with several best suiting color palettes; the specific target audience and their social media behaviour; potential selling platforms and their user base. Research was done based on the DOT framework guidelines, for instance literature study (Library) or survey (Field). During these weeks each member had provided the group with their ideas and iterations on the brand logo, which were consulted with the client and the feedback acted upon. The group has also created the brand narrative that explains the message behind the brand and our client's core values. The above information are crutial in creating the comprehensive branding guide and website prototypes that are currently under development.



Driel Peña, Jean Pierre J.P.C. van 3 months ago

After the presentation, thanks to the questions and feedback received we could find some issues to tackle on the following weeks, one being finding a way to get track on the website, secondly, after doing user research, map findings to the persona and make the persona represent the target audience. Lastly, implement a more structured project planning method utilising apps or tools like trello, teams or slack.



Li, Li L. (Teacher) 3 months ago

There are some elements missing(attendance....) you could check this link for details---

https://www.examples.com/business/professional-memo.html ; project management part could be improved and make it visible ;