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Assignment 2

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Effective it communication

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# P4 – Project Log Book

## Day 1

On the first day of the project we were spoken to prudential about what our challenge will be. We were told that is was to be on the uses of big data. They then proceeded to explain big data fully and showed some modern day examples. They also told us that there was going to be 4 groups: Design and Build, Marketing, Software Development and Research and analysis. We then went off with our companies to select which one of these groups we would like to be in. Once all of the teams were selected and balanced, each team was split up into 4 competencies named 1, 2, 3 and 4. This is so when we were working on the second day we could have teams of people from different specialisms (software and design and marketing and analysis).

## Day 2

On the second day we were grouped as shown above (teams of different specialisms) and set the task of creating the idea for a product. We proceeded to communicate within our groups to find out if any team members had any ideas we could brainstorm off of. Once we had some starting ideas we discussed them within our team until they had expanded into a fully-fledged idea. Once we had done this we ent to a roon with our whole company and pitched them to the rest of the company. This is where I gave the presentatiom.

## Day 3

On the third day we wre givin the ideas that had been selected and ased to make a plan of the product. We had to mke a list of things we belived that we could do, anda list of things that we wanted other groups to do. This meant that we could not be blamed for any mistakes in the project and for not doing things we didn’t say that we were going to do. We then presented our information to the rest of the competancies and noted what they wanted us to do. We also discussed these points and made sure that everyone understood.

## Presentation

I gave a presentation to the whole company so that they could decide which product each team should make. I was to present a ‘smart’ fridge idea. Before