



Individual Report

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1 Job Role

1.1 Description

The role of a marketing manager is to steer the project into public awareness and demand through research, understanding and reporting on the climate of potential consumers of the product(s) to be made. They would be serving as an intermediary between the company and the public, gathering information and then using said information to target product to the public.

The sales & marketing manager works in the business branch and is involved with the financial and contractual decisions made by the branch. The exclusive roles of a marketing manager are:

- Research into product demand and customer needs and insights.
- Detail how product will be marketed to customers.
- Manage distribution channels for products.
- Defining target audience.
- Determine viable price for product.

2 Work Carried Out

As the duration and scope of this project only goes up to the production of the program, the promotion of the product was not carried out although methods to do this were covered in both the tender and sales presentations.

2.1 Deliverables from Metrics

2.1.1 Market Interest

The market interest was checked using surveys run prior to the starting of the project and at the end of the project. Through the survey, we found out if there would be any space in the market for a product like eCook. Using the results, we drew up a selling price for eCook and team as a whole agreed on the potential recipe packages.

2.1.2 Customer feedback

Customer feedback was evaluated by getting feedback on the user experiences of volunteers. This was carried out by the product and finance managers, Ankita Gangotra and Prakruti Sinha respectively, due to time constraints on my part.

2.2 Additional Work

Outside the marketing metrics, I was responsible for the tender presentation. I researched on and gathered information from the survey for the marketing section. Using content made by the product manager and her vice, Ankita Gangotra and Max

Holland, the finance manager and the deputy, Prakruti Sinha and Sam Beedell, the software manager, Steve Thorpe and the Testing and Integration manager, Roger Tan, I put the final presentation together making and adding images and effects.

I also made content for the marketing of the Sales presentation and with the help of Prakruti Sinha, the finance manager, Ankita Gangotra, the project manager, and Jonathan Caine the finance content and the company and product information.

I was also present in the negotiation of modules and helped draw a selling price of the module between groups.

The documents and classes that I was assigned to and/or involved with are shown in the table below:

Task	Worked With:
Documents	
QA Manual(Marketing section)	-
First Market Survey result	Sam
First Business Plan	Prakruti
Second Business Plan	Prakruti
Sales Presentation Script	Ankita, James, Prakruti
Sales and Tender presentation(see above)	See above.
Code	
Main Menu	Roger, Prakruti
ImageHandler	Roger, Jonathan
MediaControl and CSS	Roger
GraphicsHandler	Roger
GUI: Main Menu Content	Roger
GUI: Main Menu Content Test	Roger, Ankita
GUI: Recipe Screen	Roger
GUI: RecipeScreen Test	Roger, Ankita
GUI: Ingredients Screen	Roger
GUI: Ingredients Screen Test	Roger, Ankita
GUI: Generate Shopping List Screen	Roger, James
GUI: Generate Shopping List Screen Test	Roger, Ankita
GUI: Load External Recipe Screen	Roger, Prakruti
GUI: Load External Recipe Screen Test	Roger
GUI CSS	Roger

3 Conclusion

3.1 Self-Critique

At the beginning of the project, I had a slow start being quite weak at JAVA, however, as we progressed, I improved on it. Eventually I was able to make full classes albeit requiring refactoring. With regard to my Job Role and its metrics, I was able to carry out the tasks required of me as the sales and marketing manager. The experience has given me some insight into the workings of a company and the requirements of its employees.

On what I would have done differently, I could have tried my hand at more test classes and while I have improved in my JAVA coding ability, there is still room for improvement. I could have also been more vocal on my opinions.

3.2 Evaluation of Contribution

I think I carried my weight to the best of my ability during the course of the project although there is room for improvement in my ability to produce professional code.