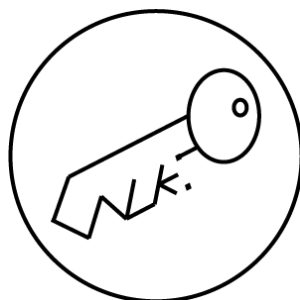




Individual Report



Unlock:

individual Report

Version 1

Date 6/6/18

Authors

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Group Overview

In my role I've acted as Marketing manager. Prior to starting SwEng I had a lot of experience running social media campaigns for various university events and clubs so understand paid advertising but had never done it in a product context. The role was quite an open one but my interpretation was to produce a viable marketing campaign that would support the project finances.

Actually visualising the roles purpose was a challenge as it was hard to simulate a realistic marketing campaign and how it would perform without actually spending thousands of pounds on a marketing campaign. I worked with Tom (Financial Manager) ensuring the marketing was supporting the finance and vice versa as those aspects of a business are complimentary.

I've contributed to some aspects of coding but I feel my main contributions were to documentation and app content as well as helping on the initial app concept.

Contribution to deliverables

- Content generation
 - Kiosk side
 - Points of Interest
- Code
 - S01 - some of the supporting XML classes, carrying out research into XMLreader styles, visual testing
 - S03 - writing the GPS to coordinate function, POI class, creating an initial prototype for a static kiosk map with clickable locations
- Testing
 - S01 - visual tests
 - S03 - visual testing and early JUnit testing
 - KST 1
 - KST 2
 - KST 3
- Sales Presentation
 - Section in presentation about marketing strategy
- Tender Presentation
 - Discussed Marketing strategy in detail
- Minutes
 - Helped to assimilate minutes from meetings into Unlock:York style documentation.
- QA Metrics
- Initial market research
- Final market research and marketing strategy review
- Time sheet checking and conversion to PDF



Self-Critique

- Very weak coding to start off with, often feeling like a hindrance in the first iteration but by second iteration I was hopefully more helpful with the code, other group members, especially Lauren and Jon were very understanding and patient with my coding. I struggled with the architecture of the project and was most effective when working on lower level sections, I struggled with high level coding
- It took me a while to conceptualise and rationalise the business aspect of the project
- My punctuality and communication could have been better, I've at points allowed other projects and university commitments get in the way of SwEng
- In hindsight I wish I'd looked into creating more marketing examples like posters or flyers but my graphic design skills weren't up to it but was happy with my teaser video

Conclusion

I think I've effectively fulfilled my role as marketing manager creating a viable marketing campaign which I believe would successfully support the business. I've written some successful code, I do wish I'd been able to make a better contribution in early iterations but code I wrote in second iterations did improve in quality, some aspects were improved/replaced by cleaner and better code in places, I can't praise my team enough for their hard work and supporting my poor code. I think I've also managed to keep morale up among the team by providing some comedic relief in late computer lab sessions. Although the project has been very challenging I've enjoyed working with the team a lot and I'm proud about the product we've created.