Response to Feedback from Week 3

**Student name**: Anirut Yaiyua **Student ID** n9324356

**Project name:** Interactive Marketing

**Date and time slot presented:** 5S 606 1.00pm – 2.00pm Friday, March 18, 2016 (Student 5th)

# Feedback Giver : Dr Venkat Venkatachalam

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| **Nr.** | **Comment** | **Response** |
| S.1 | Apply for Human Research Ethics for collecting data by interviewing stakeholders | I have submitted the application and been waiting for its approval. Once the application is approved, the process of the interview conduct will proceed. |
| S.2 | Clearly describe the objectives of the project | To clarify the objectives of the project, I have included the statement addressing what the project is aimed to achieve. Moreover, the benefits which this project will produce have been already added. |
| S.3 | Ensure that the deliverables match with the overall project approach in terms of how and when they will be delivered | The revised version of the deliverables has been created to ensure these are the list of products that the project will eventually deliver. These deliverables have been made more applicable to knowledge learned from the IFN600 series. Also, the overall project approach was revisited to affirm that the deliverables match with the scheduled plan. |
| S.4 | Correctly specify the scopes of the project and eliminate the incorrect scopes | The more precise version of scopes has been included. On the other hand, works that are out of scope have been explained to ensure the appropriate boundary of the project. |
| S.5 | Accurately determine the risks of the project and remove unrelated risks | The unrelated risks have already been eliminated while the analysed risks that may lead to the unsuccessful project have been added. These risks were determined based on internal factors of the project. |

# Reflections of Key learnings:

By participating in the week-3 oral presentation, I have learned three significant lessons that help me improve my project. Firstly, it was about knowing that being clearer on the project objectives is really important. It will help me become more comprehensive of what actual benefits this project is going contribute. This will set a very obvious direction of the project. Another lesson I learned was deliverables and scopes of the project are dissimilar. So the deliverables must be very precise on what the project will deliver while the scopes of the project have to be completely explained about what the project will do and will not in term of an extent of the project. Lastly, it was to understand how to relate the project to potential risks. This helps reduce the possibility of the project failure.

To summarize, having a good project plan is absolutely important for starting any project because it will lead to the success of the project at the end.