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Assignment 2: Practical & Professional Development

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TASK 1

Q1 Initial Feedback

The screenshot shows a Google Forms interface with the following details:

- Form Title:** Project Feedback
- Responses:** 2 responses
- Link to Sheets:** A green button with a plus icon and the text 'Link to Sheets'.
- Form Sections:**
 - First impressions** (2 responses):
 - Nice game fast paced
 - Enjoyable experience, great replayability
 - What is positive** (2 responses):
 - Challenging
 - simple game, easy to jump into with little learning curve, readily available through web browser.
 - Areas of improvement** (2 responses):
 - Dependent on further testing, might need a slight delay?
 - leaderboard include name input?
 - Did you feel relaxed after playing** (2 responses):
 - Yes, because it was a different and more relaxing format

To validate the **Snake Mania** concept against user needs for accessibility and engagement, a feedback loop was established using Google Forms. The survey was distributed to approximately 3-5 peers (2 complete responses were analysed in the initial phase). Key questions focused on first impressions, usability, and alignment with the project's goal of "cognitive refocusing."

Summary of Feedback

The feedback can be categorized into three primary areas: User Engagement, Gameplay Mechanics, and Feature Requests.

Positive Aspects Engagement & Usability

Low Learning Curve: Respondents noted the game was "easy to jump into with little learning curve" and that it was "readily available through web browser." This confirms the success of the Single Page Application (SPA) design, which prioritizes instant access without installation.

Replayability & Challenge: Users described the experience as having "Great Replayability" and found it "challenging." This suggests the core gameplay loop is addictive and retains user interest effectively

Areas for Improvement (Mechanics)

Pacing Control One respondent noted: "Dependent on further testing, might need a slight delay?" This indicates that while the base speed was acceptable, it may be too fast for some users or lacked variable pacing controls.

Personalization: A specific request was made to add "leaderboard include name input," suggesting users desire personal identification in high-score tracking rather than just anonymous numbers.

Impact on Project Goal Cognitive Refocusing

Stress vs. Relaxation: When asked if they felt relaxed, responses were mixed

"No It had no effect on my stress level."

"Yes, it gets stressful when you get a good score. but it is very fun"

This highlights a tension in the design The game successfully creates engagement "fun" but at higher difficulty levels, it introduces stress rather than relaxation.

Proposed Changes to Project as a Result of Feedback

Based on this analysis, the following iterations will be implemented during Phase 3 (Feature Expansion) of the Iterative Development model

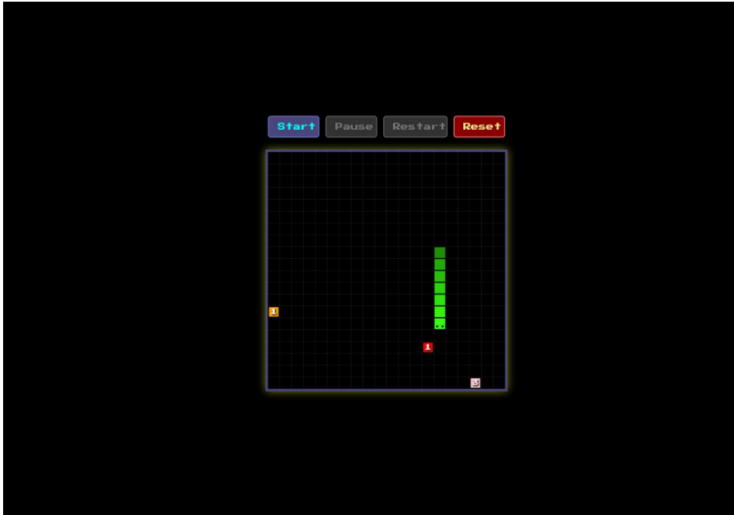
Variable Speed Control: To address the "slight delay" request, a speed multiplier or difficulty slider (Easy/Medium/Hard) will be added. This allows users to tailor the challenge level to their current cognitive state (e.g. slower for refocusing, faster for challenge).

Leaderboard Personalization: The localStorage implementation will be expanded to store usernames alongside scores using a simple input prompt on the Title Screen.

"Relaxation Mode" Consideration: If stress is deemed too high during intense sessions, a "Zen Mode" (slower speed, simpler visuals) could be introduced in future versions to better align with the cognitive refocusing aim.

Q2 Implementation:

Implementation of the original game screenshot before enhancement from feedback



Feedback Point	Implementation
Variable Speed Control	Difficulty selector (Easy: 150ms, Medium: 100ms, Hard: 60ms) applied dynamically on game start.
Leaderboard Personalization	Player name input on title screen. Scores saved to <code>localStorage</code> as {name, score, date} objects. Top 10 displayed in a ranked table.
Relaxation/Zen Mode	Toggle enables: wall-wrapping (no wall death), forced slower pace (180ms), muted calming colors, and removed stress triggers. Aligns with cognitive refocusing goal.
SPA & Accessibility	Zero-install, keyboard + mouse friendly, clear state management, pause/resume preservation, and <code>localStorage</code> fallbacks.

During update, It seems to change the colour scheme and Graphical features such as fruits, however it implemented the feedback features, Player's name, input difficulty setting, additional relaxation mode,

And High Score Table has been added, **LocalStoreg**, after experimenting, if you reopen the web browser, the high scores are maintained. It'd be too difficult to go back to the original colour scheme, my original code took months incremental improvements to refine, this is a draft improvement.

"Dependency Management Issues — any complex application will have dozens of dependencies and hundreds of transitive dependencies. Updating any one dependency is likely to have a cascading effect, requiring multiple components to be updated"

Snake do not have dependencies however the principle is the same. [1]

The feedback implementation was programmed by QWEN CHAT Qwen 3.6 MAX 1 trillion parameter Model, original SNAKE was coded by Gemini AI incrementally over months, Final improvement did not implement ZEN MODE, to similar to relaxation mode, Coded In HTML JS CSS, original Code contained SVG
END

TASK 2 Enterprise

T2-Enterprise

Propose fitting for Name for tech start-up **SerpentMind Digital Ltd,**

The screenshot shows the ANNA website for company registration. At the top, there are navigation links: "Business account", "Auto Accountant", and "Register a company", along with a "Sign me up" button. The main heading is "Register your Ltd from £100 £19". Below this, it states: "Why pay Companies House £100? It's just £19 with ANNA – the best price on the market." There are two bullet points: "Business account from £0/mo – just pay as you go" and "All your admin sorted – Confirmation Statement, VAT & PAYE registration, Secretarial Service and more (with the Business Launch plan upwards)". A search bar contains "SerpentMind Digital" and "LTD", with a "Register" button. Below the search bar, a green checkmark indicates "Company name is available". To the right of the search bar is a circular image of a smiling woman with red hair holding a business card. At the bottom, there are logos for Trustpilot, ACSP, and Bloomberg, along with the text "Trusted by 100,000+ business owners" and "Top 25 startups to watch".

Start-up name available as of May 2026,

SerpentMind Digital Ltd, the name combines "Serpent" (referencing the core game mechanic) with "Mind" (highlighting the cognitive refocusing and mental wellness value proposition). It sounds professional, tech-oriented, and memorable.



Image created with software **DRAW THINGS on MAC** Design: A stylised pixel-art snake head forming a circular circuit-board pattern (nodding to digital connectivity). Colour Palette: Neon Green (#50C878) on Dark Grey/Black backgrounds, matching the active gameplay theme.

Business type A Private Limited Company provides limited liability protection for shareholders, which is crucial when scaling software assets. It also offers tax benefits suitable for tech growth and allows for easier investment from venture capital firms compared to a Sole Proprietorship.

"Limited liability means the business's shareholders and directors are not legally responsible for its debts if the company cannot afford to pay them. Their liability for those debts is limited to the money they invested in the business" [2]

Business Strategy & Funding Initiatives

The proposed business model for SerpentMind Digital Ltd. is designed to scale "Snake Mania" intellectual property into a sustainable digital wellness Mobile application, such as fitness, well-being, relaxation, initially for free with a time restrictions to gain established reputation and Recognition, potentially occurring partnerships with s (e.g. Slack, Microsoft Teams) to embed the game as a cognitive refocusing tool during work breaks.

Funding

Once we have a user-base and valuable data to present we approach for Funding targeting Angel Investors or UK Government Grants, alternative funding Crowdfunding

via platforms like Kickstarter for physical merchandise lines to generate cash flow without equity dilution.

PEST ANALYSIS

Company **SerpentMind Digital Ltd**

Product: Snake Mania (Web-based Cognitive Refocusing Tool)

Political: Leverage UK Government Grants or R&D tax credits to fund initial development and align with national digital health strategies, enhancing credibility.

Economic: A lightweight web stack (HTML/JS/SVG) minimizes infrastructure costs. Revenue streams include enterprise partnerships (e.g., Microsoft Teams) and potential freemium subscriptions for future scaling.

Social: Addresses rising demand for accessible mental wellness tools among professionals/students. The "pick-up-and-play" design fits modern attention spans, though user feedback highlighted stress induction at high difficulty levels requiring balanced mechanics.

Technological: An iterative development model ensures rapid prototyping and scalability. Browser-based localStorage reduces server dependency but requires robust data management for reliability.

Legal & Ethical Considerations (UK)

Legal: Comply with UK GDPR/ICO regulations regarding user name/score storage, even if local to the browser (localStorage). Protect Intellectual Property via formal registration. The Limited Liability structure shields shareholders from future debt risks during scaling.

Ethical: Ensure design balances engagement ("fun") against stress triggers (noted as "stressful when you get a good score" in feedback) to maintain the core "cognitive refocusing" value proposition without overburdening users

T2-Inovation

Enterprise Implementation Strategy

Development Method & Tools

In a large organisation, the project would use an Agile/Iterative approach. Instead of building everything at once, developers work in short cycles improve the game step-by-step based on feedback.

Core Tech: Simple web technologies (HTML5, CSS3, JavaScript) ensure the game runs on any device without needing heavy installations.

Collaboration: Tools like Git/GitHub allow teams to manage code changes safely and work together efficiently.

AI Assistance: AI tools help write or test code but are reviewed by humans to keep the design simple and focused on "cognitive refocusing."

Deployment & Infrastructure

Moving from a local file to a Cloud Server (e.g., AWS, Azure) ensures high availability and fast loading times for users worldwide. Automated systems to handle updates automatically so the site is always secure and current without manual intervention.

Maintenance & Evolution

Monitoring: The company tracks how the system performs in real-time (speed, errors) to fix issues quickly before they affect users.

Feedback Loop: Instead of simple surveys, a structured system collects user data to decide on future features like relaxation mode.

Security & Compliance: Even though scores are stored locally (localStorage), the company ensures compliance with UK GDPR laws and protects Intellectual Property rights as the product scales.

PEST ANALYSIS APPLE

Political Compliance with UK GDPR and EU/US privacy regulations is critical, especially regarding health data integration (e.g., Apple HealthKit). Government digital wellness initiatives offer alignment opportunities.

Economic High market penetration of Apple devices ensures rapid user acquisition. Revenue models include App Store distribution fees or B2B enterprise licensing for corporate workstations.

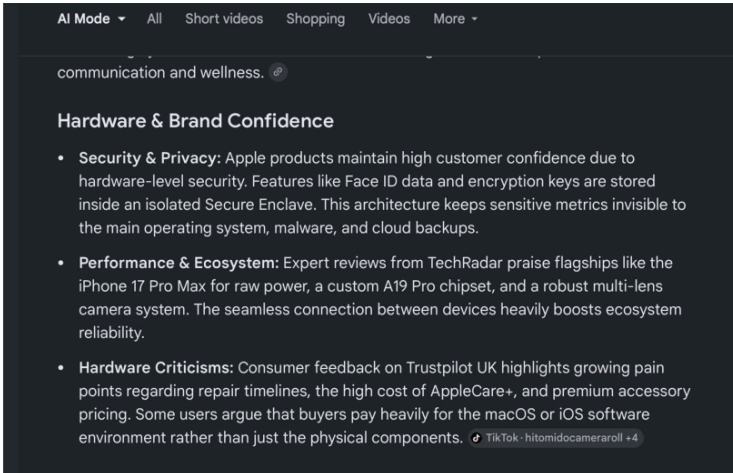
Social **Strong** user trust in Apple's security and productivity ecosystem makes it a viable platform for integrated wellness tools targeting professionals needing cognitive refocusing.

Technological Native integration with iOS/macOS ensures seamless performance, low latency, and access to hardware features (e.g., Touch ID for secure login) without heavy dependencies.

Legal & Ethical Considerations

Legal: Adhere strictly to UK GDPR regarding data minimization (even if using `localStorage`). Follow App Store review guidelines for health-related software and protect Intellectual Property through trademarks or patents.

Ethical: Ensure the design balances engagement with "cognitive refocusing" to avoid digital addiction. Maintain transparency on data usage (e.g., anonymized analytics) and verify UI/UX reduces stress rather than amplifying it, addressing feedback regarding high-difficulty stress trigger



Using Ai MODE in Google generally, products are considered high confidence within the operating system.

Task 3 Project feedback & reflection

Practical feedback

General feedback is positive with minor enhancement suggestions and adaptability, feedback is vital as you could be consumed by the structure of code, bugs updates themes, losing in sight of core principles and features, but example such feedback highlighted it needs to be slowed down on start this demonstrates you need to cater for variety with balanced out features, other comments, easy to pick up, no instructions needed, just pick up, which is the main focus.

Project Progress diary

Project progress form

Name: Sanwar Ali Ahmed 1920465
Programme: SerpentMind Digital Ltd,

Project Aim UPDATES FEEDBACKS

Project Objectives:

1. Make Google sheets.
2. Send links for feedback.
3. Obtain feedback

Weekly Project progress forms:

Date: 11/03/2026

Progress:

Feedback analysed

Actions:

State priority actions to undertake over the next week below.

1. Update code with high score table
2. Update speed to slow start

Next review date: 20/03/2026

Project progress form

Name: Sanwar Ali Ahmed 1920465

Programme: SerpentMind Digital Ltd,

Project Aim code update

Project Objectives:

4. Test new features for bugs
5. Opinions on new colour

Weekly Project progress forms:

Date: 20/03/2026

Progress: Coded improvements

Actions:

State priority actions to undertake over the next week below.

3. Invite participate the test game features
4. Identify any bugs

Next review date: 02/04/2026

Project progress form

Name: Sanwar Ali Ahmed 1920465

Programme: SerpentMind Digital Ltd,

Project Aim code update

Project Objectives:

6. Final code implemented
7. Final colour theme decided
8. To be production ready

Weekly Project progress forms:

Date: 02/04/2026

Progress: Finalisation

Actions:

State priority actions to undertake over the next week below.

5. Implement final code
6. Implement relaxation mode
7. Push out as final product

Next review date: NONE

Skills

Through this module, I developed Understanding of technical skills in tech like HTML5, CSS, and JavaScript for the Snake Mania project. I learned to structure Single Page Applications (SPA) and manage game logic and including saving game state with LocalStoreg, most importantly coherence code which must just work in all circumstance because you quickly realize the amount of bugs technical issues which needs to be resolved before final product, AI vastly accelerate this process from a team to a few people, extreme productivity.

Research into correct business structure if looking into commercial and obtain Funding, Including alternative Funding like kickstart,

Comparing a simulated pest analysis to a real established International business gives you a lot of insights of business practices protocols procedures which is vital into the commercial market.

Positive Social Impact

The "Snake Mania" project supports mental wellness by providing an accessible tool for cognitive refocusing. Simple, browser-based games help professionals and students manage stress without complex setups. Integrating this into platforms could normalize short breaks, boosting productivity and well-being in the workplace

Technical knowledge gained I've already helped people having technical issues with for example terminal for their business, engineers stated they will be a week or so in this time, business will have a massive impact unable take online orders which I intervened and identified and resolved the matter recently indirectly helping Society.

Conclusion

This project was taken from a simple concept to a commercial project with thinking logical process and development stages documenting to business structure, identify in avenues for Funding how to expose yourself to the public gaining vital reputation, You must then customize yourself to the business practices and research and development taking vital feedback implementing updating final product, This assignment simulates start to finish the life cycle giving you a fictional hands-on overview on a project.

END

Bibliography

- [1] D. Crane, "Toward Dev," 19 01 2024. [Online]. Available: <https://towardsdev.com/best-practices-how-to-update-your-codebase-without-breaking-the-build-fb6375f6caeb>. [Accessed 05 05 2026].
- [2] [Online].
- [3] BTG, "begbies traynorgroup," 28 03 2026. [Online]. Available: <https://www.begbies-traynorgroup.com/articles/director-advice/what-is-limited-liability-for-a-uk-company>. [Accessed 06 05 2026].

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ACCA5033 Assignment 2 Practical & Professional
Development

GRADEMARK REPORT

FINAL GRADE

GENERAL COMMENTS

52/100

Marks

**award
ed**

Total 52

1. Engagement with Literature
Skills 10

+ Some use of citations included. – could be 2
extended to
support all task and question answers.

+ Well-formatted reference list. - could be
extended.

2. Knowledge and Understanding
Skills 5, 10

T2 Q1: 10

+ Tech Start-up name, Logo, Business type
(Legal classification) are
documented. And Funding options
considered. Good. - Business Strategy
including a Mission statement, Objectives &
Values are not documented.

T2-Inovation answer is good but
unnecessary as the Enterprise section has
already been completed.

T2 Q2:

+ **PEST analysis** summary includes some relevant considerations for most categories, and documents some key professional legal & ethical considerations. The answer to 1/2 categories could be more clearly related to the category. - Each category could be supported by relevant citations.

3. Cognitive and Intellectual

Skills 5, 5, 5, 5

T3 Q1: - Data collection method & design for practical feedback not documented. + Although some feedback considered. 10

- Some additional evidence of **data collection** design tool &/or questions could be documented.

T3 Q2: - Project management reflection not documented.

T3 Q3: + Skill development reflection documented.

T3 Q3: + Project's positive impact on society is clearly described.

4. Practical Application Skills 10, 30, 10

T1 Q1: + Data collection method for initial feedback designed, and some feedback acquired and considered. 27

- Data collection tool and question set could be documented.

T1 Q2: + key features of the implementation process and practical output have been documented. It is clear that AI has been used to help build the game. Perhaps too much reliance. - The answer does not describe your understanding of the code or updates made. Please read the guidance on the use of AI more carefully. Additional research should have been undertaken to help you to develop your technical understanding of this development process, or if this has been undertaken it should be stated in the answer. Research should be cited in this section along with description of key code extracts to demonstrate knowledge enhancement and technical understanding of what has been built.

Progress sheets (Appendix): + Documentation of x3 weekly progress sheets. - Some

additional progress sheets could be documented.

5. Transferable Skills for Life and Professional Practice 5

- . 3
 - + Report presentation structure and format quite good.
- .
 - + Title page & Table of contents.
- Title page & ToC should be on separate pages.
- .
 - + Introduction & Conclusion.
- .
 - Some grammar errors in places.
- .
 - Appendix: CPD course not documented.

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