

| **Writing Process Steps** |
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| **While filling out this activity worksheet, you want to follow the steps.** |
| Step 1: **Understanding the Audience:** The main audience for your presentation is the executives at VacAI. You should also keep in mind the potential users of the VacAI application. |
| Step 2: **Defining the Purpose:** You are presenting the new version of the VacAI application to the executives at Waga, so you want to focus on how the new version of the VacAI app would solve the potential user's problem. |
| Step 3: **Research Background Information:** Based on the research questions you created in [Week 3](https://intranet.alxswe.com/concepts/102228), what is one key insight you got from your ChatGPT summary? |
| Step 4: **Planning and Organizing**: Organize your thoughts and structure your writing with an outline or mind map. |
| Step 5: **Stick to One Topic:** Focus on only one story you want to tell with your VacAI presentation. |
| Step 6: **Writing Clearly and Concisely:** Use simple, concise language and avoid jargon or technical terms. |
| Step 7: **Proofreading and Editing:** Proofread and edit your work for clarity and accuracy. |
| Step 8: **Following Professional Writing Etiquette:** Follow professional writing etiquette and formatting rules. |

**Introduction**

**Attention-grabber.** Based on what I know about my primary audience (The stakeholders at Waga), what will get their attention (and also relate to the topic and situation: the new VacAI application)?

| An attention-grabber for the stakeholders at Waga could be showcasing the potential revenue increase and market growth that a personalized, feature-rich, and user-friendly VacAI app could bring through increased user engagement and satisfaction. |
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**Purpose**. As a result of this message, what do I want my audience to do? (You want them to approve the new VacAI application)

| I want our audience to approve the new VacAI application by highlighting its potential to address user dissatisfaction, improve engagement, and drive revenue growth for the company. |
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Are there any reasons I should be indirect with the purpose of this message (including cultural considerations)? If so, how should I temper my expressed goals?

| Being indirect with the purpose of the message may be necessary if there are cultural considerations that prioritize subtlety or diplomacy in business communication. In such cases, tempering the expressed goals could involve framing the presentation as a collaborative discussion or exploration of improvements rather than directly stating the aim of gaining approval for the new VacAI application.  It may also be beneficial to emphasize the benefits and value proposition of the new version without explicitly stating the goal of approval, allowing the audience to reach the desired conclusion themselves. |
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**Agenda**. How am I going to accomplish my objectives: that is, what is my agenda for delivering the message?

| To accomplish the objectives of gaining approval for the new VacAI application, agenda for delivering the message follows the following steps:   1. **Introduction**: The current challenges faced by VacAI users are provided, the lack of personalization, limited features, and poor user interface/usability are emphasized. 2. **Problem Statement:** The negative impact of these challenges on user satisfaction, engagement levels, and revenue potential for VacAI are clearly articulated. 3. **Solution Presentation**: The new version of the VacAI application as the solution to address these challenges will be introduced.   Highlight key features and improvements that directly address user concerns, such as enhanced personalization, expanded search filters, comprehensive destination information, and improved user interface/navigation.   1. **Benefits and Value Propositio**n: Outline the benefits of the new VacAI application, including increased user satisfaction, higher engagement levels, potential revenue growth, and improved market competitiveness. 2. **Demonstration or Visual Aid**s: Demonstrations, prototypes, or visual aids to showcase the new features and user interface improvements, making the presentation more engaging and compelling will be used. 3. **Call to Action**: Conclude the presentation with a clear call to action, inviting the stakeholders at Waga to approve the implementation of the new VacAI application. 4. **Q&A Session**: Open the floor for questions and address any concerns or clarifications the audience may have regarding the new version of VacAI. |
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**Benefit** for the audience. What’s in it for them, specifically and personally?

| For the audience, particularly the stakeholders at Waga, approving the new VacAI application would mean:   1. Increased Revenue: A more engaging and user-friendly VacAI app can lead to increased user retention, attracting more users to book vacations through the platform. This can translate to higher revenue for the company. 2. Enhanced Market Competitiveness: Approving the new VacAI application demonstrates a commitment to addressing user needs and staying ahead of competitors in the travel industry. This can bolster the company's reputation and market position. 3. Improved Decision-Making: With a personalized, feature-rich VacAI app, stakeholders can access valuable insights into user preferences and behavior, facilitating data-driven decision-making and strategic planning. 4. Enhanced Customer Satisfaction: A user-centric approach with personalized recommendations and improved usability can result in higher customer satisfaction levels, leading to positive brand perception and loyalty. 5. Professional Growth: Successfully launching and managing the new VacAI application can showcase the stakeholders' ability to drive innovation and deliver tangible results, contributing to their professional growth and recognition within the company. |
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# Body

**Point One:**

| Showcase testimonials user experiences from users who have experienced best user experience with the current VacAI app. |
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Support material (such as statistics or examples, features/images of the new VacAI app):

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**Point Two:**

| Showcase the enhanced search filters, such as comprehensive destination information, and expanded booking options available in the new version. |
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Support material (such as statistics or examples, features/images of the new VacAI app):

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**Point Three:**

| Display top travelers, their points and leagues. |
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Support material (such as statistics or examples, features/images of the new VacAI app):

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# Closing

**Summary**. Exactly what do I want my audience to remember (the essence of my main points)?

| The essence of the main points that I want my audience to remember from the presentation are:   1. The importance of addressing user dissatisfaction and frustration with the current VacAI app through personalized recommendations and tailored user experiences. 2. The significant improvements and added features in the new version of VacAI, particularly in terms of enhanced search filters, comprehensive destination information, and expanded booking options. 3. The value of user engagement and loyalty, demonstrated through showcasing top travelers and their points, highlighting the potential for increased user satisfaction and retention with the new VacAI application. |
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**Specific action.** Exactly what do I want my audience to do?

| The specific action I want my audience to take is to approve the implementation and launch of the new version of the VacAI application, recognizing its potential to address user dissatisfaction, improve engagement, and drive revenue growth for the company. |
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**Strong final statement.** What is the last thought I want them to leave with them?



| As we conclude my presentation, I urge my audience to envision the transformative impact that the new VacAI application can have on our user experience and company's growth.  By embracing innovation and addressing user needs head-on, we have the opportunity to not only meet but exceed expectations, solidifying VacAI's position as a leader in the travel industry.  Let's take this bold step forward together, unlocking new possibilities and redefining what it means to create unforgettable vacation experiences. Thank you for your attention, and I look forward to your support in bringing the new VacAI app to life. |
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