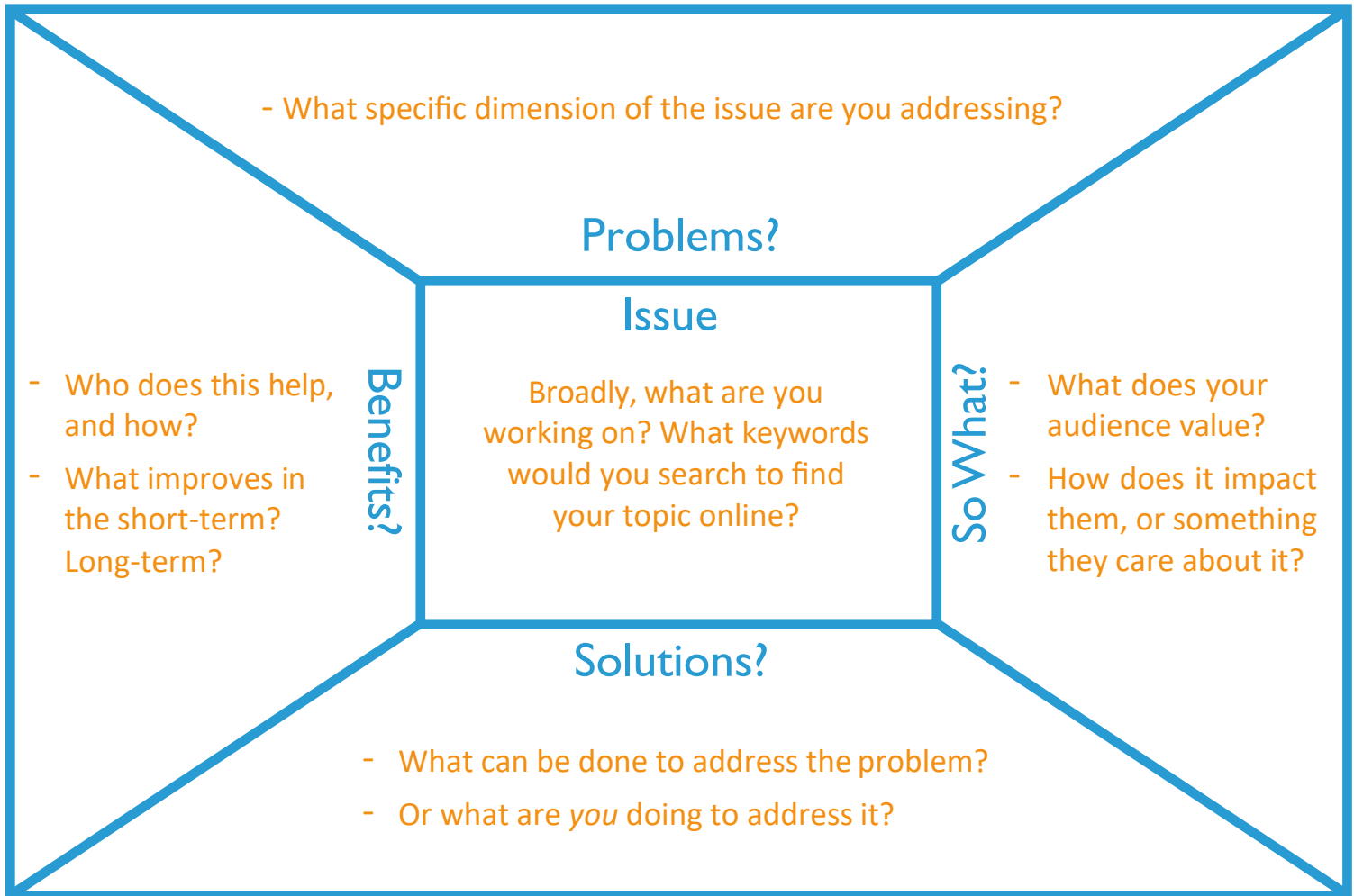


► Section V: Using the Message Box

The graphic below highlights some of questions that may help prime your thinking as you begin to draft your own Message Boxes and use them. There isn't a right or a wrong way to use Message Box, though some approaches will work better for certain audiences. The important thing is to get started!

You may also find yourself being asked some of these questions when you are sharing your science, so they can also be a helpful way to prepare for those conversations.

Audience: Who is impacted by this? Who can change this? Who cares about this?

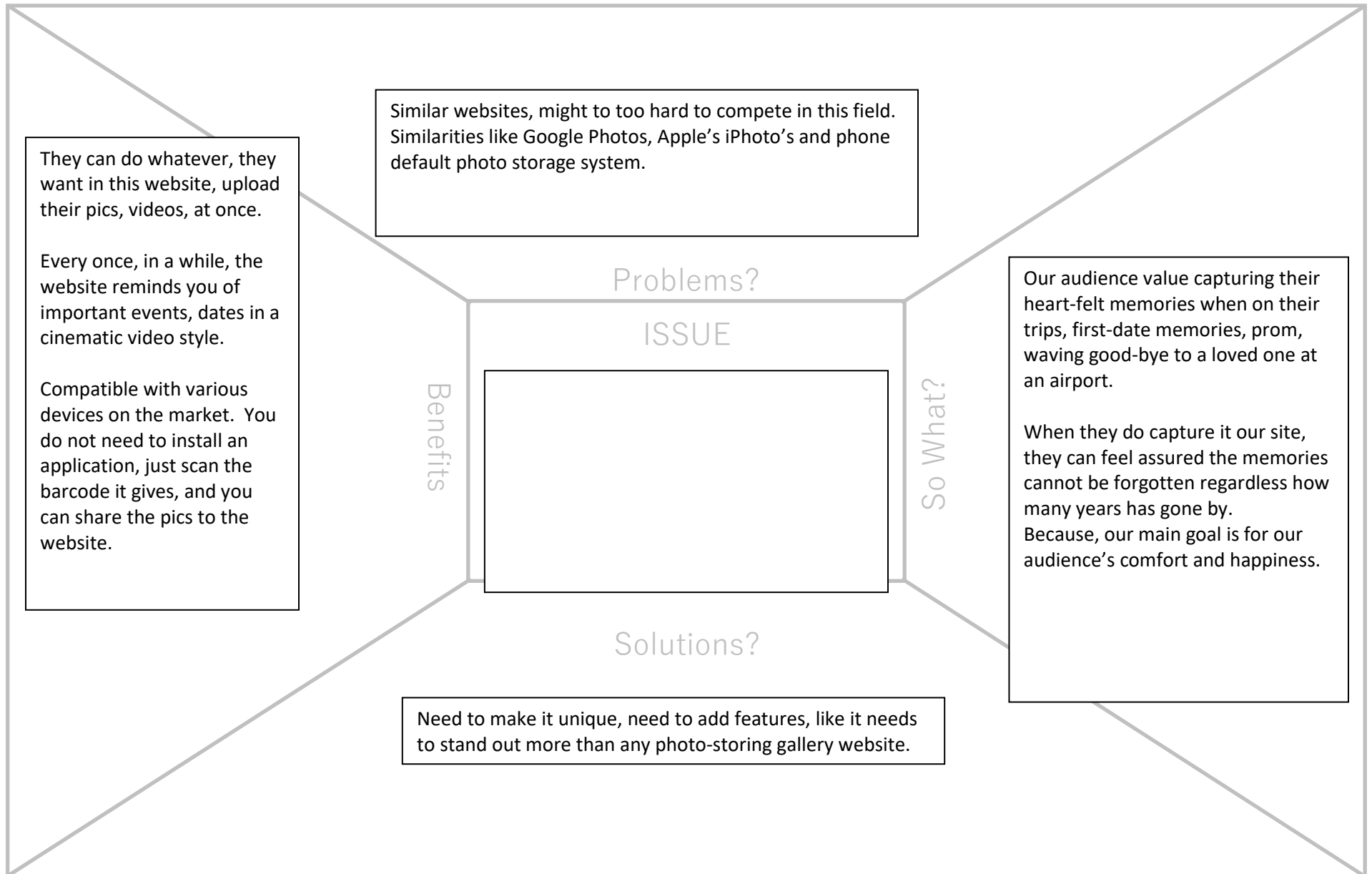


COMPASS most often works with environmental scientists interested in becoming more engaged in the public discourse. But we have helped scientists in a variety of disciplines, communicating with many audiences and working toward different types of goals, to distill and frame their messages with the Message Box.

Note how each Message Box identifies its audience up front, and provides a framework for sorting and distilling complex issues down to their essence, answering some of the questions outlined above.

Audience:

People who share their pics care about this, any type of pictures, everyone who upload their pics into a website to capture their memories.



ITSC 3155 Message Box Worksheet

Instructions: You are creating a pitch of the product you are developing as a team this semester in ITSC 3155. Write 2-4 complete sentences for each section of the Message Box below. Be careful to explain your idea without using jargon or technical terms if possible. If you need to use a technical term, you must explain it or define it for your audience. It is okay to brainstorm ideas with classmates, but each person must create a unique, individual Message Box. How would YOU explain your idea in YOUR words? Upload a saved copy of this worksheet to Canvas to complete this assignment.

AUDIENCE: Your audience will be Dr. Demeter & Dr. Dorodchi, and your classmates.

ISSUE: Working on a photo-gallery website, to share similar to other sites online, but our site needs to be trustworthy, and storage should be understandable when the user uploads their pictures or videos. I would search for photo-storing websites online. I can add keywords like trust-worthy, and security too. Because users look for security when they upload pictures online.

PROBLEM: Similar websites, might to too hard to compete in this field. Similarities like Google Photos, Apple's iPhoto's and phone default photo storage system.

SOLUTION: Need to make it unique, need to add features, like it needs to stand out more than any photo-storing gallery website. With standing out user display when entering the website. TO make them appeal to our website.

BENEFITS: They can do whatever, they want in this website, upload their pics, videos, at once. Every once, in a while, the website reminds you of important events, dates in a cinematic video style. Compatible with various devices on the market. You do not need to install an application, just scan the barcode it gives, and you can share the pics to the website.

SO WHAT?: Our audience value capturing their heart-felt memories when on their trips, first-date memories, prom, waving good-bye to a loved one at an airport.

When they do capture it our site, they can feel assured the memories cannot be forgotten regardless how many years has gone by. Because, our main goal is for our audience's comfort and happiness.