

**C768, Task 1**

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**A. Internal Communication Artifact**

To: Viking Math Executives

From: ASaunders@iLearnAtHome.com

Date: 7 June, 2021

Subject: Are you losing customers?

To whom it may concern,

You may have noticed the recent trend in math education toward gamification of the learning of critical concepts as well as gamification of math facts drill. You've probably noticed a decrease in your curriculum sales and attributed it to the mass migration of students toward a more gamified curriculum.

Your curriculum is excellent. It is comprehensive, thorough, well organized and simple. But what if you could add a mobile app to the curricula you currently publish, encouraging students to drill skills and practice concepts via games? What if you could reclaim the segment of students you have lost to gamified curricula? Furthermore, what if you could increase student engagement and drastically improve test scores, thus improving your company profile and reputation?

Benefits of Gamification:

- Math concepts become exciting, engaging and entertaining as well as educational.
- Role-play and competitive elements add an immersive, interactive angle, increasing engagement.
- Students see the real-world applications and benefits of math by applying concepts they've learned to practical scenarios.
- Students receive real-time feedback as they work toward meaningful targets.
- Students who are excited about learning are more likely to retain information and skills.
- Students who feel confident about their math skills enjoy math and vice versa.
- The informal learning environment is less stressful and more effective.

Here at iLearn@Home, we specialize in the gamification of education. We build games that students and educators both rave about. We work hand in hand with curriculum providers like you to bring the benefits of gamification to the education industry.

We would like to build you a math games app that doesn't replace your curriculum, but rather builds on it. Games would correspond to specific lessons and could be assigned by educators in place of worksheet drills or in addition to it, depending on how educators want to use the app. Students could also play games in unlocked modules just for fun.

App development would require a curriculum development consultant at your company to work in conjunction with a team of our developers. Typical apps like this take about 6 months to develop and start at \$75,000.00, depending on the size of the development team, how polished you want the final interface and other factors.

We would love to sit down with you and show you some examples of our work, talk about how we can improve your curriculum, and design a project roadmap for you that will give you a more detailed time and cost quote.

If you have any questions, please feel free to reach out. I look forward to hearing from you.

Sincerely,

Amy Saunders

iLearn@Home

## B. Fact Sheet Artifact

### iLearn@Home

Fun, Educational Mobile Apps

#### ABOUT US

80% of our business comes from repeat customers. They appreciate the value we provide so much they keep coming back for more. The software development world moves fast so we're always learning and honing our skills, and not just our tech skills. We pride ourselves on our communication skills, too. We'd rather be great than be great big.

#### WHY ADD A MOBILE APP?

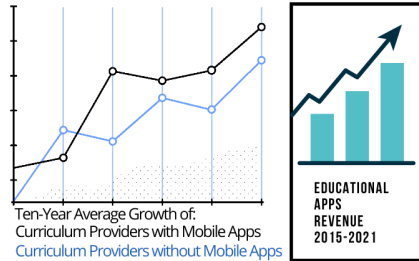
A mobile app can help your company stay relevant. However, we're obsessed with ROI and efficiency. If we don't think a mobile app will make sense for your business we'll tell you so upfront. Our previous clients report growth that far outweighs the cost of our mobile apps, and we'll help you figure out if that will be the case for you as well.

#### YOUR CONTENT + OUR TECH

You've already invested in your curriculum. We'll turn your content into a Native app. They run faster and more smoothly than non-native apps because they're written in languages that are fully supported by the platform and have access to APIs optimized for mobile. We'll produce your app for both iOS and Android OS's. You'll also own your source code so you can work with any developer you choose going forward.

#### HOW CAN WE HELP YOU?

We start with questions about your business and project in order to understand your needs and determine how we can best help you grow. We are skilled listeners! We'll work with you to develop SMART goals against which to measure the project. We will then work together to determine a budget and develop a project brief.



#### PRICING

While it's difficult to accurately estimate the costs of any software project without going through the development process, we can help you set a responsible budget, based on similar projects we've completed in the past, before you ever hire us. Please keep in mind that most successful projects get broken up into multiple phases of development and can be priced accordingly.

#### SUPPORT & MAINTENANCE

We offer monthly retainer options for those who require a consistent, reliable level of service or we also provide ad-hoc support. We recommend purchasing a retainer service for highly technical project. It will cover minimal changes, improvements, new features, updates and all required support, based on the number of hours you need each month. We will help you put together a list of anticipated needs so you can get the best value for your money. If you think you might want to develop significant features on an ongoing basis, we can work out a plan using the AGILE development process in order to provide the best value.

#### HOSTING

Our team is AWS certified which gives our customers access to the world's largest cloud computing platform. We have private servers on both AWS and Azure, on which we host and manage our clients' applications. We have hundreds of happy customers using our hosting service. We can bundle hosting with a support package for the best value.

#### DEVELOPMENT PROCESS

**PLAN:** preparing for a software project requires a deep understanding of your business -- customer and employee needs, how you'll measure ROI, potential risks and future needs. We'll do this collaboratively through discussion, sketching out workflows, asking lots of questions and listening strategically. We strive to communicate in plain English instead of technical jargon.

**BUILD:** We produce maintainable, extensible, user-friendly software, customized to your needs, so you get the most bang for your buck. Our software undergoes extensive testing to make sure it meets or exceeds all of your needs now and will into the future. We recommend launching the simplest possible version of your vision first and adapting it after testing because it reduces engineering waste.

**MANAGE:** Our experts will get your software deployed while you focus on growing your business. We offer several support packages that will protect your investment, keep your infrastructure running smoothly with no headaches on your part, and provide your customers and educational partners with consistent, reliable value.

### C. Writing Process Analysis for Each Artifact

#### Artifact 1: Internal Communication Artifact

This document is an email written to the executives at a well-known math curriculum writer/publisher. My company helps curriculum providers to bring their curriculum into the 21st century by adding technical components, particularly mobile apps, students have come to expect. We take the content provided by the curriculum providers and structure them into mobile apps which either complement the current curriculum or replace it altogether, depending on the vision of our customers. We start by addressing the company executives because they hold the purchasing power and the decision power regarding the direction of their curriculum.

- **Planning** – I researched the curriculum company I am pitching to figure out whether and how much their business had declined over the last few years. I also briefly researched their current curriculum offerings to see whether they would be a good fit for our services. I planned my email opening summary to address their problem of declining use, then show them why a mobile app would address their problem, then address a few possible solutions and preempt some possible concerns such as price and a timeline to complete. Because I was speaking to executives, I chose not to give technical details of our project, but rather to focus on non-technical ways it would benefit their company and their customers, both students and educators.
- **Drafting** – Armed with my research, I created my draft with the purposes of informing the recipients about the problem and a possible solution, and then persuading them to allow my company to provide the solution. Because it was a rough draft, rather than focusing on grammar or style, I focused on organizing the content into a logical, persuasive flow, always keeping my reader and purpose in mind.
- **Revising** – With content firmly in place, revision is the time to focus on grammar, punctuation, spelling, word choice and writing style. Word processing tools help us to accomplish those things, but it also helps to get a second set of eyes on your work, to ensure that you are saying what you intend to say clearly and that it will be easily understood by a layperson.

#### Artifact 2: Fact Sheet Artifact

The fact sheet is like a brochure that provides all of the FAQ's we anticipate a customer might have in one place. The graphics help potential customers to see at a glance how our services will benefit them. It is written for a slightly more technical audience because I figure a company who wants to shell out this much money for a mobile app will have done some homework, but not necessarily a software developer, because a company who needs our services probably doesn't already employ in-house software developers.

- **Planning** – I made a list of questions I anticipated from potential customers, such as what the planning process looks like, its duration and cost, and what customers could expect as far as hosting and ongoing maintenance of the mobile app. I tried to answer all of those questions succinctly so as not to overload potential customers with information and to fit the information

in aesthetically pleasing columns. I organized each question/answer into boxes with headers, making them easy to find and understand. I included more technical detail here than in the initial email, since potential customers would have done a little research of their own if they were considering a product/service like ours. But I didn't include so much detail as to bog a non-technical reader down. We'll save that level of detail for the planning part of the initial phase of a project. Next, I came up with two simple graphics that would help potential customers see, at a glance, how our services would benefit their companies (growth and revenue).

- **Drafting** – Drafting the brochure included organizing the information into small, aesthetically pleasing boxes, which meant a lot of editing so that only the very most pertinent information was included. It also meant organizing the questions/answers into a logical flow that would lead the customer through the document, hopefully answering questions as they arose and also holding the customers interest all the way to the end of the document.
- **Revising** – Revision means making sure grammar, punctuation, spelling, word choice and writing style are appropriate to the document, but also making sure that, due to limited space, the very most critically important information is conveyed. For my artifact, it also meant slightly widening the center column in order to be able to fit more information about the process, while eliminating the least important question/answer entirely in order to make room for a graphic.

## D. Audience Analysis for Each Artifact

**Audience 1:** The first audience, for whom we created Artifact 1, the email, was a group of executives. Their major objective as the executives of the company in each of their respective areas is to help the company grow. So for them we addressed the problem of loss of customers due to recent lack of technical innovation.

- With the exception of the CTO (Chief Technology Officer), if they have one, the executives are probably not fluent in tech jargon nor very well versed in tech concepts. So we stick to talking about things they are familiar with, such as educational benefits of mobile apps and how they will increase customer base and revenue.
- This email was addressed to the executives within the organization. I leveraged this knowledge while creating the first artifact by using non-technical jargon.
- The executives probably have a neutral attitude toward educational mobile apps in general, but a favorable attitude toward increasing their customer base and providing additional value to their customers.
- Because the email is addressed to multiple executives within the company, I tried to appeal to multiple reading styles while writing this email. I used a bullet-point list of product benefits for readers who tend to scan emails, I summarized the gist for those who gravitate toward summaries, and I used a few keywords I thought would appeal to executives.
- Executives are primary readers because they have decision-making power. These executives desire to maximize business growth. I appealed to that desire for growth while constructing my email, along with the executives decision-making ability.

**Audience 2:** I assume that audience 2, for whom I created the second artifact, is the lower-level managers and employees within the company, as well as the stakeholders and board members -- anyone who has a vested interest in the company investing a significant amount of money and time in a new resource along with those who might be involved in the development of the app.

- Because the app requires such a significant investment of time and money, this audience will have done some research and will be more familiar with the technical aspects of the product. They will want more detailed, precise answers to their questions. I tried to anticipate their questions and the level of detail required as I created the artifact.
- This audience consists of members of the organization who might play a role in the development of the app (input, product testing) or who might have a vested interest in the financial investment it requires. Their level of involvement has probably driven them to research app development so they have great questions, which I tried to anticipate and answer in the artifact.
- I assume the primary motivation for some of this audience is to increase value for the end-users, the customers of the company. They want students and educators to succeed and making education fun will enable that. I assume the primary motivation for the rest of this audience is financial. They want to increase their customer base so they can sell more curriculum and increase their profits. I tried to address both motivations in this document, but I addressed mainly the financial motivations because the brochure has limited room and I assumed that would take precedence.
- Because this audience could be large and varied, I tried to appeal to all of the reader styles, using clear headings and list organization, making the brochure both scannable and readable.

- This audience consists mainly of secondary readers. The financial investment is a risk to them, but they aren't involved in the decision-making. Some of them will be involved in the planning, design and testing of the app as well. I tried to anticipate and answer their questions as I created the artifact.

#### **E. Sources**

I did not quote or paraphrase any sources.