

Dear Chief Technical Officer,

On behalf of HumanTech, I wanted to further explain the scope of our analysis program and how it can benefit you.

Our goal at HumanTech is to exceed the expectations of the Executive Management Board, and based on what we have been told we are assuming members of the EMB would have the following questions:

- VP of Customer Service - *Will the program help track user engagement?*
- VP of Legal Affairs - *Will the program follow privacy laws?*
- Director of Software Development - *Will this program help find any bugs?*
- Web Development Team - *Will this program assist tests done on engagement tools?*
- VP of International Investments - *Will this program be profitable?*

The answer to all of these questions is yes, we are confident that our analysis program will meet the needs of the EMB while integrating robustly.

Our analysis program will efficiently add to your database and web portal. You currently have a large dataset that will give you great insight into user interaction once organized by our program. The information flow will be altered by storing the structured data in a separate database that will only be accessible by individuals that you choose. This new database will make it clear if users run into any bugs and will give awareness of which features are in demand based on online interaction metrics.

We have heard from previous clients that biases have led to varying conclusions on their newly systemized data. For example, we have been told that an individual's confirmation bias can affect the conclusion when subconsciously seeking a particular outcome. This is a problem because it can essentially make our software pointless if interpreted incorrectly. To prevent this, we offer professional data analysts services that will give you unbiased and proficient conclusions of your data.

With only 6 months to create this software, we will need to make trade-offs and wanted to make them clear before going forward. This time restriction might lead us to not incorporating less important features due to prioritizing the important aspects of the software such as gathering data and security. However, if given an additional developer this time constraint would no longer be an issue leading us to create a program that will conform to your needs the best.

The context of a bank web portal will increase the need for security making our team strictly follow privacy laws while developing analysis tools. We also think this should be considered while addressing who has access to reports because this is another area where privacy concerns could arise. In addition, we recommend that you update your consent forms and frequently check for updates in privacy laws. These steps are important because in order for this program to be profitable it requires you to mitigate the risk of costly lawsuits.

Thanks for your interest in HumanTech!

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