**M E M O R A N D U M**

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**To:** Professor Michael Parker

**From:** Jacob Alspaw

**Subject:** Project Topic Memo, Work Plan, and Annotated Bibliography

**Date:** 25 September 2016

***Summary***

This status report will inform you of the progress I have made and have yet to make on English 398’s Unit 1 Pitch Presentation and Case Study Report. As communicated in prior correspondence, I will be writing my Unit 1 recommendation report on Google’s Chromecast, a digital media player that has revolutionized the television industry by connecting HDMI-port enabled television’s to a variety of popular web applications. Such applications stream high-definition audio and video content directly onto the accompanying television set where Chromecast consumers may select the media to play using a selection of Android devices and personal computers that utilize the Google Cast software.

As of this moment, the project is well ahead of schedule and has not encountered any major challenges that could potentially interrupt the completion of Unit 1’s assignments by the given deadlines. I have completed most, if not all, of the research necessary to provide an informed presentation on Google’s Chromecast and have thus been proceeding with Unit 1’s assignments and my own work plan at a satisfactory rate.

***Progress***

So far, I have completed a significant number of tasks outlined in my original work plan—shared with you in the topic memo assignment. I began Unit 1 by selecting a product that would be popular and impactful enough to have easily accessible and quality information detailing its research, development, and distribution. I then chose to compile a list of references in IEEE format, and their corresponding annotations, that evaluate the Chromecast from four different perspectives. The completion of the topic memo and the annotated bibliography assignments have allowed me to create the outline for my pitch using the NABC value model.

*Need*: The television industry is quickly transitioning into a Smart-TV focused model. However, many consumers cannot afford new television sets that include internet accessibility features. Streaming services, like Netflix and HBO Now, have never been more popular, which has left many consumers wanting more from their own television sets.

*Approach:* The device must be affordable and offer a wide range of compatibility for different television sets and different user controls. The device needs to support many media streaming services to give consumers an abundance of viewing material and must also work for small spaces. Often times, televisions are against walls, so the device must fit in confined spaces.

*Benefits/Cost*: Rather than spending hundreds of dollars replacing a single television, a consumer only needs to spend $35 to get the latest Smart-TV support with little to no extra hardware needed. With a Smart-TV, consumers are able to view media that was previously inaccessible from their outdated television sets.

*Competition*:Now that video streaming is more popular than ever, consumers are seeing increasingly more devices that can meet their needs. Currently, there are four major affordable video streaming devices available for purchase; Chromecast, Apple TV, Roku, and the Fire TV stick are competing for market dominance. Additionally, a variety of Smart-TV’s also compete with the Chromecast. Google has a leading edge over most, if not all, of its competitors with its low price range and trusted brand name.

***Future Work***

During the next week, my first priority will be to draft and to complete the final recommendation report, using the research that I have conducted for my previous assignments. I intend to split the required work for this assignment among the upcoming work week’s end, Wednesday the 28th to Friday the 30th. From there, my next priority will be to prepare for my oral pitch presentation by rehearsing in front of a video camera around Wednesday, October 5th. Such actions will allow me to self-critique body language and adjust presentation timing not easily accomplished otherwise. Completing this section well before the due date will give myself and my peers’ ample time to review and further critique each other’s performances. At this moment, I am certain that all future assignments will be completed by their individual deadlines regardless of any difficulties that arise.

***Conclusion***

I plan to finish all Unit 1 tasks with an above satisfactory performance and ahead of my work plan, so as to not fall behind if I am met with any difficulties. My incorporation of the NABC value model into my pitch will allow me to provide a concrete argument in favor of Google’s Chromecast. Additionally, the references I have chosen to use are substantive, unbiased, and thoroughly descriptive of Chromecast’s design and Chromecast’s initial impact on the Smart-TV and digital media player markets. My current progress is a good indicator that my report is proceeding smoothly.

***References***

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