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Mrs. Beck

Hyperloop Recommendation Report

Identify the Problem:

The client is requesting material that is informative to STEM (Science Technology Engineering and Mathematics) careers and not so much the project itself. The video provided focuses on just the project and fails to meet the clients needs for a more career driven narrative. The client also requested that we focus on careers that don’t require a full bachelor’s degree, which a project of this magnitude would have personnel with no formal education to post-doctoral graduates. This video fails to be an engaging narrative or provide any information about career options for a project like this. The audience needs something more interactive or attention grabbing, and at a very minimum relevant to this day in age.

Finding a Solution:

Our team needs to use the following areas to determine if our product is successful or not:

* Dr. Peters feedback
* Student feedback
* Class feedback

Dr. Peters can provide our team with the vision we need to provide a quality and effective product that will better suit his needs than the previous one. The target audience will best provide us with the critical feedback to not only improve our product but provide a reasonable basis for design decisions. Their feedback can also give us a strong standing on the relevance of our video as the target audience is the only reliable reference point. Lastly, other members of our class can provide valuable feedback since many them were in our target audience recently. Class members may also be able to provide new options rather than just feedback since they have the technical expertise to provide such responses.

Options:

Our team plans to rework or improve the following areas in the provided video:

* Audio quality
* Focus more on careers than the project itself
* Transitions
* Animations
* Overall quality

The narration is poorly recorded and needs at the very least to be redone and some improvements to the script. The video spends more time talking about the hyperloop project than the careers associated and makes no mention of specific careers or the level of education needed. The transitions between different content types is rough to say the least and could use some reworking for a smooth experience. The slide format is the bulk of the presentation and it becomes very repetitive and hard to stay engaged in. The overall feel of this video comes across very low budget and low enthusiasm. The narrator sounds monotone and the information is presented in the most unattractive way possible.