**Keith Siefring**

**Technology Solution Proposal**

**For fake company**

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# **Internal Communication Artifact**

**SUBJECT: Technology Solution Proposal**

**TO: CEO**

**FROM: Keith Siefring, IT team**

**DATE: March 9, 2021**

Dear CEO:

I am Keith Siefring of the IT team; it has been brought to my attention that our company is struggling to beat our competitors. I suggest developing a mobile app to help bring our company into the modern era.

This will help to promote our company’s brand and make our products/services more accessible to our customers. With the increased traffic and ease of use, customer service may need to be expanded. May also need to hire more developers temporarily to develop the app and/or permanently to maintain and upgrade the app. With profits not being ideal as is, the main risk is the cost to develop and maintain the app.

Developing the app will require 3-4 of our software developers working on it full time for approximately 3 months. I expect the cost of developing the app to be $100,000 with most of the cost being wages for the software developers.

Sincerely,

Keith Siefring

IT team

# Fact Sheet Artifact

**Mobile App**

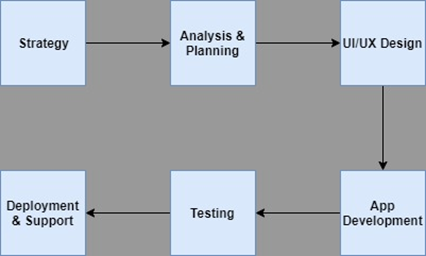
I am proposing the development of an Android and IOS mobile app for our company. The app will enable customers to browse and buy our products, learn more about the company, and make it easier for customers to contact us for questions and general customer service.

**Mobile App Benefits**

Developing a mobile app for our company is a great way to: increase sales, build our brand, and improve ease of use for customers. The bar chart below depicts an average increase in sales of a little over 8 million dollars for the year after these companies released a mobile app.

**Chart, bar chart

Description automatically generated**

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(Team Invonto, 2020)

**Development process**

* The strategy of identifying what we want the app to do.
* Decide what features are required.
* Design UI prototype to optimize user experience with the app.
* Decide how to develop the app and develop the app for android and IOS.
* Perform quality assurance testing on the app until satisfied.
* Deploy to app stores and offer continuing support for app maintenance and customer service.

# Writing Process Analysis for Each Artifact

**Artifact 1 Memo**

A memo describing a tech solution of developing a mobile app to increase sales, build the brand, and improve customer service to solve the problem of struggling to beat competitors. It was written to the CEO of the company.

* **Planning** involves understanding the audience and purpose of the writing, as well as gathering information. I focused on the positives while giving a basic overview of the idea. I tried to avoid conveying in-depth details that would not be necessary.
* **Drafting** is the process of creating a rough draft and then revising it multiple times. In the rough draft, I was only concerned with putting my ideas and thoughts down. The 2nd draft better-formulated ideas and the 3rd draft corrected spelling and grammar.
* **Revising** is reviewing drafts and finding ways to improve them with better content, format, grammar, etc. The email was revised to focus on being as professional and concise as possible.

**Artifact 2 Fact Sheet**

A fact sheet for a cross-functional team detailing mobile app development to increase sales, building the brand, and improving ease of use for customers.

* **Planning** involves understanding the audience and purpose of the writing, as well as gathering information. I got more in-depth with particulars on app development and sales figures. I created graphics to help reinforce these details.
* **Drafting** is the process of creating a rough draft and then revising it multiple times. In the rough draft, I was only concerned with putting my ideas and thoughts down. The 2nd draft better-formulated ideas and the 3rd draft corrected spelling, grammar, and format.
* **Revising** is reviewing drafts and finding ways to improve them with better content, format, grammar, etc. The fact sheet for audience 2 was revised to focus on information that can be used to understand the purpose of the app and guidance for implementing the development of the app.

# Audience Analysis for Each Artifact

**CEO of company**

* **Subject knowledge-Semi expert level**-I focused on business aspects of app development and avoided more technical terms that the CEO may not understand.
* **Position in the organization-Superior**-I used a professional tone, simply laid out the information to help with decision making, and laid out expected costs.
* **Personal attitudes-Preference for relevant information**-I provided only necessary information; provided benefits first to help elicit positive emotions and motivation.
* **Reading style-Studies document from beginning to end**-I made the email short and concise. I laid out the potential benefits and potential risks, as well as what would be required to proceed.
* **Types of readers (primary, secondary, international)-Primary Reader**-I Highlighted benefits of app development. I conveyed in necessary detail the technical requirements to better help the CEO understand the costs.

**Cross-functional team**

* **Subject knowledge-Semi expert level**-Due to diverse levels of expertise I made benefits information understandable for everyone. The app development information was most specifically geared toward the IT team, but still simple enough for anyone to comprehend.
* **Position in the organization-Peers**-Indicated how the plan helps the company as a whole and provided instructions for app development for the IT team.
* **Personal attitudes-Neutral Emotions**-I Attempted to elicit positive emotions and motivation with benefits. I tried to keep it as simple as possible.
* **Reading style-Scan the document**-I Sorted material clearly to make scanning easier, as I knew with such diverse team members not everyone would care to read all the information.
* **Types of readers (primary, secondary, international)-Primary Readers**-Provided basic instructions for app development. For the secondary readers not directly involved in app development, I detailed the benefits that would affect the company as a whole.

# Sources

Team Invonto (2020, January 2). Mobile App Development Process: A Step-by-Step Guide

[2020]. https://www.invonto.com/insights/mobile-app-development-process/