Team Portfolio 465

About Us

Hello, and welcome to our group portfolio for Communications 465. We have all been working together the entire semester on various projects we have been assigned for class. We have done tech breakdowns for local businesses, as well as studies on enterprise applications. We have learned a lot about various ways to communicate with tech through COMM 465!

Breakout Session #1

We did our work on the breakout session with bagel bakery as Susannah is their social media manager. We wanted to see how we could use technology to improve their business model. We spoke with their manager and brainstormed to think of some ideas we could implement into their business. We came up with a few changes to make to the website and implementing a new feature that the manager had been looking to implement for a while, an accurate bagel timer for when the bagels would be done. To implement this Jeremy wrote a bit of JavaScript code himself to pull this off to the specifics that the manager wanted. He also wrote some custom html and CSS code to properly embed the social medias into the site as well as just spicing up the site design overall. Here is a link to the site with the timer feature included.

Breakout Session # 2

Here we analyzed an employee feedback tool called Reflektive and gauged about the pros and cons of the software. We found that for a business-like bagel bakery that is a mom and Pop that this software would not really be a good fit. In general, we also found that we had more grievances with the software than we had pros. For the second part of the project, we all picked a job description for our careers of choice and also talked about the job description in reference to our resumes. This was a good exercise as many of us are about to be entering the job-hunting phase.  
Wearables

Jeremy and Matt chose to do the topic of wearable smart devices for their tech dive project. They compared the current state of the market right now. The three major players are Fitbit Wear OS (Android) and Apple. Overall, they concluded that each category works best for different types of people. Fitbit works better for users that are only focused on exercise, don’t have a strong opinion about the apple or android ecosystem and / or aren’t very technologically literate. For Wear OS / android watches, we found that this could be better for more technologically savvy users that enjoy the android and google play ecosystem and additionally enjoy the extra options the android market gives them. Finally, the apple watch supports the average user the most, although pricey like most apple products, it supports full integration into the apple ecosystem and allows you to check messages. Music playlists calls etc. all while also recording fitness stats. We found that apple has the largest share in the market right now and that things will probably stay that way for a long time.

Bios

Jeremy

I am finishing up my last semester at Salisbury University, I am receiving my bachelor’s degree in Communications Media Production with a minor in Computer Science. I have quite the passion for everything Computer Science, networking, IT, programming, and everything in between! The last few years I have been teaching myself all that I can in my free time and in University Classes. I got interested in computer programming after I got an itch for game development after being inspired by Nintendo’s Earthbound game series. After this, I knew I wanted to learn more about computer programming and tech, and this is what started my journey into pursuing CS and Software development. Immediately following my graduation in May 2022, I will be starting my master’s program in Cybersecurity and Information Assurance at Western Governor’s University. My goal is to land a position as a fullstack Software Developer, after finishing graduate school.