

MEMO

To: Dr. Jonathan Arnett

From: Kendria Miller

Date: March 29, 2024

Re: White Paper Memo

Hello, in this memo I will be explaining what the development process was like for our numbered-list white paper such as the audience, any ethical issues, challenges, and finally, my evaluation of my groupmates.

To start, we did have issues deciding what the product would be because of the scenario mentioning the audience being a possible executive, IT worker, or middle manager. Instead of creating a skincare product, we decided it would be best to make a product that would enhance a business. Further, we decided that focusing the product on how it would improve a business in elements such as customer service, efficiency, and security, were aspects that upper-level management would be interested to hear. Understanding the mindset aside from money was difficult since Mason and I are college students, but we tried to frame the audience's wants and needs from simple background knowledge we had.

At first, we decided to create a skincare product to sell but had to adapt it to be a technical product that a business would be interested in. For example, the audience being execs really ruined the possibility of "selling" a product to them because it doesn't affect how a business is run, how the customers interact with the business and so on. Also, the fact that they "[aren't] actively looking to buy your products or hire your services."

I don't believe there were any ethical issues we faced while creating the white paper. I suggested the idea of doing a wifi router instead, but Mason developed the name, its purpose, and so on. Assuming that Delta Lambda is just a simple ISP using basic information, then I don't believe it affects the ethics of the white paper.

I did encounter some issues while creating the contents. For one, I overestimated how much content is really needed. A numbered list is very simple to create but it was difficult trying to find ways to make the wording entice people to want to read it. The layout having to fit native HTML style was another issue. I wanted the document to look nice but that would interfere with HTML's capabilities, so we left the document looking bland.

Lastly, as an evaluation of my groupmates, Mason did a fantastic job and was really communicative about topic ideas, document structuring, the audience and purpose, and more. I was worried that the project was more than the two of us could handle but we pulled through just fine. I would give him a 100 for being collaborative and helpful during the whole process. Of course, Alex wasn't able to work with us on the assignment, so his contribution deserves a 0.

Overall, this being my first introduction to creating a white paper was a learning experience in understanding how content design is done and what the process is like. My email is kmill218@students.kennesaw.edu and I would love to hear any feedback you have, thank you!

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