<u>Our Mission:</u>

Our mission at Digitech is to ensure the safety of others by making sure they are connected to helpful resources and each other during disasters. With our knowledge of technology, and coding, we can create products that can gather people together to receive aid required. Like the Hurricane Helper app, our products can help ensure the safety of our users through resources we can potentially provide for them, as well as through discourse amongst themselves, which we provide the platform for.

<u>Boilerplate:</u>

Hurricane Helper began with the hope of helping those in Lafayette, Lousisiana better prepare for possible hurricanes. Our app strives to help keep users aware of any approaching disasters and to provide information on nearby shelters they can visit should they need the help. Using information from the National Weather Service, the app is frequently updated with the latest hurricane reports, keeping users up-to-date with the current situation. We also work hand in hand with the emergency shelters in the area, collaborating with workers to provide disaster relief to anyone who needs it. The app also keeps track of the current space available at a shelter, pointing the user towards the next closest one in the event that the closest shelter is at full capacity. Our app is open to everyone in Lafayette, Louisiana, and it is free of charge. There is no price on life, and - with this app - DigiTech hopes to help as many people as it can.

TO: Mary C. Erikson, Acting Director of the National Weather Service
FROM: DigiTech
DATE: May 2nd, 2022
SUBJECT: Hurricane Helper App

Historically, hurricanes have caused a lot of damage all over the world. One of the most devastating hurricanes to ever occur in the U.S. is hurricane Katrina. This category 5 hurricane left Louisiana destroyed, and it took years to recover afterwards. In its wake it left behind over 150 billion dollars worth of damage, and more than 1,500 in casualties (Committee on Homeland Security and Governmental Affairs, 2006.). Knowing that Louisiana is very prone to hurricanes during hurricane season, we can predict more disasters in the future. Cities near the coast, like Lafayette, are most likely to be affected by these hurricanes.

Digitech, as a corporation, understands the lengths that you and your team go in order to ensure the safety of people through your information. But we believe that there is more that can be done to help save more lives. With your partnership, we can make sure that the Hurricane Helper app is as effective as possible. The main goal of our app is similar to that of your organization, to help others remain safe.

As stated, we are writing this memo to you because we seek a partnership with the NWS. We know that the NWS is a very reliable organization, and one of the best in its field. Since you are the acting director of the organization, and in charge of partnerships, we wrote to you. With the Hurricane Helper app we would be able to save more lives by informing them when disasters will strike, and how they can seek safety. The app would work by using your weather data to inform users of incoming hurricanes. Furthermore, it would then show them shelters nearby, and guide them to the shelter of their choice. It also would have extra features, as detailed in the proposal, to increase connectedness during the emergency. But, in order to obtain the information we need, we require access to data within the NWS' systems. Although the news informs people of the current conditions, it can do so when it's too late. In addition, not everyone watches the news now, so we seek to reach more people since the Hurricane Helper product is an app. If this partnership occurs, we would be able to receive necessary information as soon as your

organization is aware, and warn users at the earliest time possible. With a more ample warning, we can help ensure the safety of more people, saving more lives.

If you have any questions or wish to speak about this in a more in depth manner, you can contact us through cell phone: (123)-456-7890 or email: digitech@dtech.com

Guiding Others During Emergencies with the Hurricane Helper App

Diego Betances, Istiaq Ahmed, Desiree Caceres, MD Ahamad

Digitech

(123)-456-7890

digitech@dtech.com

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Introduction

      Whenever a natural disaster occurs the first thoughts that everyone has are, what will happen to those in the area? How will we make sure that those affected are safe? Hurricanes and other disasters cause billions in damage and leave many casualties or missing persons afterwards. In America, these effects are very apparent, as seen in 2005 with hurricane Katrina which occurred in Louisiana. Although we can't prevent these disasters from occurring, we can help minimize the damage it does to those affected. During times of emergencies, many can become lost and not know in which ways they can seek help, especially in today's age where less people tend to watch the news due to everything becoming digital. Making sure that people are informed of their options during an emergency is important as it can save more lives.

      Usually when these events occur, power, cellular service, and other vital aspects of today's world can be lost. Although there isn't much you could do to prevent the destruction of infrastructure besides investing more into more durable technology. There are things we can do before these storms arrive. We can help by informing people what to do in case of disaster, and bringing the community together during a hard time for everyone. The best way to accomplish this is by storing this information in something that is easily accessible in our current world, a cell phone.

      That is what we aim to do with the hurricane helper app. Nowadays almost everyone has access to a cell phone, making it easier for people to utilize our product. With the app we can help prevent needless deaths and missing persons before these events occur. The Hurricane Helper app will be able to inform people of their options ahead of the disaster. It will do this by displaying the location of available shelters nearby that contain capacity. In addition, it will contain a forum like system to enable communication for the users within the community. We plan to initially roll out the application in Lafayette, Louisiana. Louisiana is often affected by hurricanes about every three years, and where casualties can reach around a thousand as seen with hurricane Katrina.

Background

      Our app will be modeled after other apps like the Citizen app. Utilizing a feature similar to its community messaging system. The app will have a bigger emphasis on being used for disaster emergencies, and will also not have controlled alerts by the public, which would prevent

a clog of alerts. This will allow people to converse with each other and ask for help within the community with any issues they're facing. Furthermore, the app will have a video system so that users can record their current situation/important information. In addition, the app will utilize a global positioning system, similar to that of multiple map apps, in order to help guide the users to shelters.

With the Hurricane Helper app we trust that it will help lower casualties and missing persons, as well as informing people and keeping them safe. Also, with the emphasis of the app being used before the disaster arrives, we would be able to circumvent the issue where cellular service goes down. In addition, with the use of private servers, we would be able to maintain the service when high traffic occurs to ensure that the service doesn't go down when it is needed. With this in mind people should be able to safely reach shelters ahead of disasters, and those who need help can recieve it before it becomes difficult.

Needs Statement

Hurricanes are a constant danger to livelihood in the US. They occur every couple of years in Louisiana and can range in terms of severity. They can cause billions of dollars of damage and displacement of community members. This occurred during 2005 with Hurricane Katrina where around 150 billion dollars of damage occurred, and more than 1,000 deaths occured and many were left homeless (Committee on Homeland Security and Governmental Affairs, 2006.). During hurricane Katrina, many people were left stranded in their homes. Many of these homes ended up being flooded, leaving many waiting for rescue on their roofs. With the Hurricane Helper app, we can help make sure that more people are safe. Although the news spreads helpful information about shelters and more, in today's world younger generations tend to not watch the news as much as their predecessors.

Objective

With this project Digitech aims to reduce the grief and loss after hurricanes by delivering information as quickly as we can. With the app people would be advised when they should start taking precautions and actions to ensure their safety. Those who also are unable to get help themselves or are confused would be able to ask for help within the app's forums, or call support working for the app. We aim to make this app possible by collaborating with organizations such

as the National Weather Service, the ones who run the nearby shelters, and the local government of Lafayette (Figure 1).

We plan to use the National Weather Service's resources in order to receive information on hurricane formations, and potential dangers before the public does. This would allow us to give app users a heads up before the news. This is why we write to Mary C. Erickson, since she is in charge of creating partnerships, as a leadership figure in the NWS, with other organizations. In addition, we plan to collaborate with the people running the shelters, with the help of people like Casey Tingle, who is a member of GOHSEP and is responsible for disaster preparedness in Louisiana, we can get in contact with shelter owners in order to make sure that they understand how the app works, and can update capacity status when the app is in

Figure 1 (Google maps)

place. Finally, with the help of the local government, through funding, we would be able to develop this app. That is why we write to Josh Guillory, the mayor of Lafayette. As the project costs over $600,000, we cannot cover these costs by ourselves, especially as a startup, and would require the funding from the local government. This is the main reason for the proposal, since with the government's help, the rest of the partnerships should be easier to obtain.

We plan on testing the product as stated before in Lafayette, Louisiana. Since Lafayette is a big city that is often affected by hurricanes, we would be able to test the app in an environment where it is most likely to be used. With the population of around 120,000, we would be able to test the durability of the app under high traffic with our private servers, to make sure that all of the apps features like the forum, gps, and support work. Furthermore, we would be able to test its effectiveness during an actual state of emergency. For example, if the forum is helpful to others, and make changes depending on the test results.

Proposed Technical Approach

Requirements

Personnel Requirements
- Project Manager

- Team Lead Developer
- Front-End Developer
- Full-Stack Developer
- Quality Analyst
- Customer Service Personnel

Other Requirements
- Office space
- Communication between partners
  - NWS
  - Louisiana local government
  - Lafayette, Louisiana local (natural disaster) emergency shelters

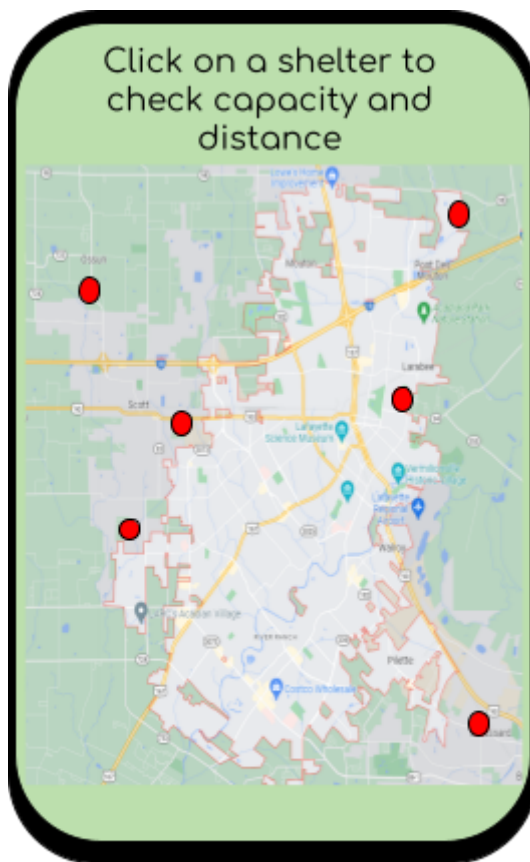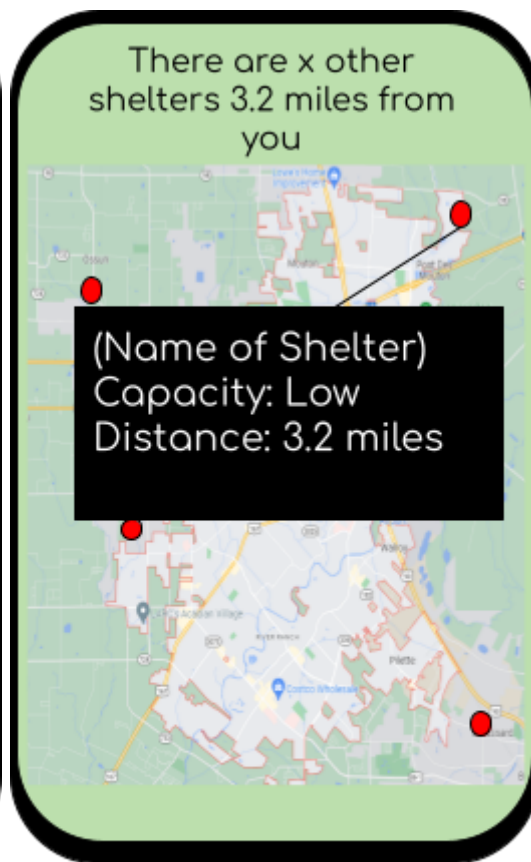## Architecture Design

Figure 2

Figure 3

The main part of the app will be the map section. Using GPS we would be able to locate shelters nearby in the area (Figure 2). In addition, it would inform the user of the current status concerning capacity at the shelter. This is so that the user can plan ahead if it's worth going to a

shelter that is almost full, because it might be full by the time it gets there. Furthermore, the app will also display the distance. As seen in the second image, when you select a shelter, it will inform you how many other shelters are in the same or closer vicinity to the user at the top of the screen (Figure 3).
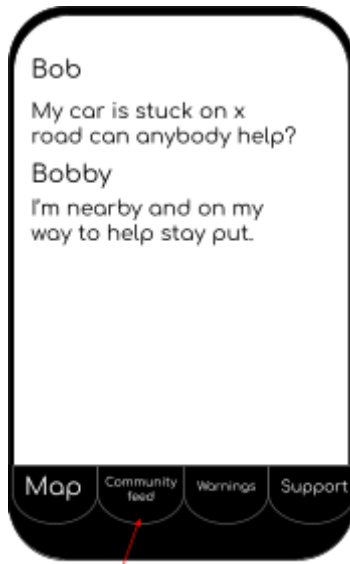
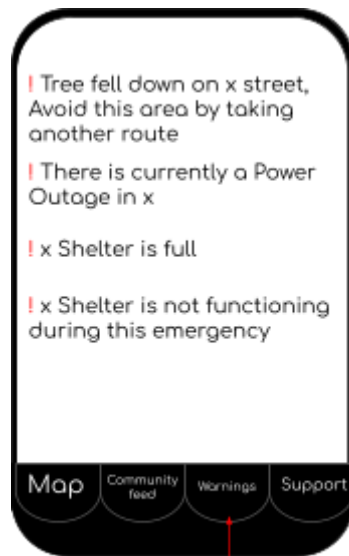## Implementation Design

Figure 4

Figure 5

Figure 6

Besides the aforementioned map section, the app also will have several other features, which include:

- A community feed tab where community members can converse with each other about problems and how to help solve them (Figure 4).
    - Adding videos in this section for users to visually show others their current situations is a feature planned to be added.
- A warnings tab which allows users to file and confirm dangers within the community that people should avoid, such as a road to avoid due to damage (Figure 5).
- A support tab in which users can contact support members through call or text (Figure 6).
    - This would help minimize issues with the app by alerting us about problems occurring, only then to alert more users to safety.

Quality Assurance Plan

    I.   Outline Goals

        A. Create a partnership between company and NWS to ensure the app remains up-to-date on any weather changes

        B. Aesthetic design, easy app navigation, fast load time

        C. Servers run efficiently with about 1k users

    II.   Personnel

        A. Create team of experienced individuals, with the proper qualifications

        B. Open customer service, which will consist of 15 people. The staff will work seasonally. More people will be hired if we find that 15 isn't enough.

        C. A few people will work with the shelters to ensure proper use of the app/keeping the app updated on shelter capacity

    III.   Funding

        A. Preventing developmental delays

            1. Follow a task schedule

                a) Keep some time open in case tasks take longer to complete than expected

    IV.   Debugging

        A. Beta Testing

            1. App will be looked over by the Quality Analyst

                a) Evaluates system to ensure it is free of bugs and meets the quality standards of the company

            2. Should any bugs be found, the team will move onto the Debugging stage

                a) Any bugs will be removed

            3. After debugging, the app will be looked over once again by the Quality Analyst

Expected Project Results

- We expect to partner with the *National Weather Service* to keep our app up-to-date on any weather changes near/in Louisiana, so that our users are immediately notified if a hurricane forms

- We expect Louisiana emergency shelters to use our app to better assist the public during natural disasters
- We expect to create an efficient and easily accessible app for all users in Louisiana - free of charge - so that they are kept aware of any potential hurricanes in the area. If need be, they will be given directions to the nearest natural disaster shelter (as long as they aren't already full)

Measure of Success

To test the efficiency of our app, feedback from our users will be collected after a disaster, as that is the only way to test whether the app was successful or not. We will ask users for feedback on not only the accuracy of the weather readings (did the app remain updated on the location/intensity of the hurricane? Was it accurate?), but on the app's ease of use. The app will be considered a success if users were: 1. able to easily navigate the app, 2. given correct information on a nearby shelter (how to get there, and if it's at capacity), 3. given accurate info on the status of the hurricane.

Costs

Implementation Costs

Category	Expected Cost
Database	$24,000
Servers	$12,000
Push Notification Server	$3,600
Analytics Server	$3,600
Imager Server	$3,600
Firewalls	$3,600
Content Delivery Network	$3,600
Workers - Project Manager - Team Lead Developer	- Project Manager Salary: $89,000 - Lead Developer Salary: $100,000

- Front-End Developer - Full-Stack Developer - Quality Analyst	- F.E Developer Salary: $77,000 - F.S Developer Salary: $79,000 - Quality Analyst Salary: $59,000

Total Estimated Implementation Costs: $470,000

Total Actual Implementation Costs: $458,000

Costs After Implementation

Category	Expected Cost
Maintenance	$100,000/year
Customer Service Staff (15)	$2,940/month (seasonal, June - Nov. [6 months]), per worker

Total Estimated Costs: $110,000

Total Actual Costs: $102,940

Project Schedule

Date	Task
1/01/2023	- Meet with the local government of Louisiana to discuss the development of the project. - Contact the *National Weather Service* and discuss the project; discuss a potential partnership
2/01/2023	- Meet with the local emergency shelters regarding a partnership
2/28/2023 - 8/01/2023	- Development of the app
8/15/2023 - 9/30/2023	- Beta testing
10/15/2023 - 1/01/2024	- Debugging stage
1/15/2024 - 4/30/2024	- Further development - Public release by the end of this period

6/15/2024 - 8/01/2024	- Feedback from users collected; necessary changes implemented

About Us

Our Company

Digitech, is a respected tech company originating from New York City, NY. The company consists of software engineers and software designers. Using our knowledge on technology we aim to improve the world through technological innovations with our projects such as our Hurricane Helper app.

Our Team

Diego Betances

Diego is the project manager and one of our developers. He specializes in making sure that budget, schedule, and contracts with other organizations are in order. With this position he makes sure that the project is going along the way it's supposed to and that there are no huge issues. Since he is also a developer, he understands the project that the team is managing, giving better insight into how things are going, and what needs to be completed by its set deadline (Parafianowicz, 2019).

He has ample experience in terms of coding, knowing various coding languages, such as C++ and Javascript. He is also working towards a BS degree in computer science at The City College of New York.

Istiaq Ahmed

Istiaq is our Team's Lead developer. With this position Istiaq ensures that all developers are completing the tasks required in order to make sure that the product can be completed the way it was commissioned. In addition, Istiaq is responsible for communicating with teams that are working remotely and also the client of the product. Istiaq is also held responsible for making sure that conflicts that occur between the team are resolved (Parafianowicz, 2019).

Istiaq has proficient experience in coding, able to code in various languages such as C++, Javascript, and Python. With this Istiaq is able to provide multiple avenues for our project to be coded in, and allows us more flexibility with our work if the commission isn't specified. Istiaq is also working towards a BS degree in computer science at The City College of New York.

Desiree Caceres

Desiree is our Full-Stack Developer. Being a Full-Stack Developer Desiree is able to work out many aspects within our projects. Within our projects Desiree is able to pinpoint and fix issues that can be found within our databases, and algorithms within the system we are using. Desiree's position as Full-Stack Developer is vital in our projects as problem solving is a big part of developing an app (Parafianowicz, 2019).

Desiree is also proficient in coding like the others. Knowing Javascript, C++, and Python which is helpful to our organization since she is able to communicate with our team lead Istiaq regardless of the language that was chosen for the project. Desiree is also working towards a BS degree in computer science at The City College of New York.

MD Ahamad

MD is our Front-End Developer. Being a Front-End Developer, MD is responsible for making sure that our client's experience is positive. MD completes this task by ensuring that the interface of the app is clear and not confusing for the users, as well as making sure that the app is responsive and isn't full of issues. In order to make sure that this is accomplished MD must maintain communication with other team members, and the users in order to maintain a positive app experience. With MD's help we are able to make sure that the app is working effectively for the user and that no frustrations occur (Parafianowicz, 2019).

MD is proficient in coding as well, knowing C++, Javascript, and Python. With this MD is able to understand the work being done by other developers and can help point out problems on the Front-End side when working with the team. MD is also attending The City College of New York seeking a bachelor's degree.

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sibilities

Reflection Papers

MD Ahamad

Many assignments were given to us throughout the semester but this one focused mostly on group work. For many people, group work is not something that they prefer. At first, that was what I thought. As the project went on I came to like what we were doing as a group and I was confident about this project. In this project, we had to focus on multiple sections so the work was split between the team members. I did the structure of the app. I was thinking of how the app should run and how it can help serve our purpose. Diego was the designer for this project. He made images of hope our app would look. He also worked on much of the general information such as the introduction. Desiree worked on the schedule, budget, and expected results. Istiaq focused on the PowerPoint slide. He also changed the mission statement in order to make sure the audience can understand us.

The most important thing in this project was the effectiveness of working as a team. I thought teamwork was crucial for this project. This project focuses on a specific topic and this could have been a huge issue if someone on the team was not supportive of the topic. I was able to get a different perspective on the topic which allowed me to be confident in starting the research. This also made me realize that group work is crucial in something such as engineering. Engineering will focus on various different projects that will require you to work together. Having a teammate who is on the same topic as you is very helpful. Having a teammate with different views would hurt the project and the team.

The genre of this project was a proposal. A proposal is a document that is used to persuade the audience to take part in an idea or project that the writer has a vision towards. Our project is considered a proposal because we provided the issue and how it can be solved. We also gave how long the project would take and how much it would approximately cost.

The purpose of this project is to persuade the audience in order to make them get involved in the development of our app. Our app would allow many people to get help during a hurricane. In order to get this done, we would need to get funding and information. This project would allow us to inform and persuade the audience about the issue. There were multiple

audiences for this project. One of the audience is the director of the national weather society, Mary C. Erikson, This will allow us to get information about the weather in order to update it for the app. The second audience is the Director of the Governor's Office of Homeland Security and Emergency Preparedness, Casey Tingle. He would help us keep informed about the shelters that will be the main components of our app. Our app currently focuses on Lafayette so getting the shelter information and updating the location would help people during a hurricane. Our third audience is the Mayor of Lafayette, Josh Guillory. He would want to keep the people safe since we focus on Lafayette. Persuading him would also allow us to receive funding for the project.

For this project, the media would be multi-media. We did PowerPoint and documents for this project. A proposal should be specific and clear in order to convince the audience. The PowerPoint serves as a brief summary of the proposal while the document serves as the whole proposal.

Learning Outcomes

"Develop and engage in the collaborative and social aspects of writing processes." This project focused on a specific topic which was done by multiple people. This allowed us to make a document that would be perfect and more detailed

"Formulate and articulate a stance through and in your writing." Throughout the project we had the same purpose, to persuade the audience. We had to have the perfect stance in order to prove them the project is worth investing towards

"Negotiate your own writing goals and audience expectations regarding conventions of the genre, medium, and rhetorical situation.". This project allowed us to research multiple audiences and change the writing language based on the audience. This influenced the mediums we used and like all the other projects, we had to think and write rhetorically.

Istiaq Ahmed

This project required us to come together as a group to finish this task, so in order to carry out this objective we individually had to carry out specific tasks. We have done this to not only lighten the workload on each of us, but it also played into our strengths as separate writers to effectively relay information to our audiences. For example, I mostly did work on the document's paired powerpoint because I am good at making information concise and visual appeasing enough to present to a larger audience without sacrificing the integral points of the document. I have also done work on several of the visual aspects of the project, such as the company's and app's logos and the structure of the document. Finally, I helped make parts of the project such as the mission statement more specific and tangible for our audience to better understand us. Diego had also created visual images of how the app's infrastructure would look like, designing how each tab and section would look to the app's users. He also worked on general information such as the introduction, our boilerplate, and more. MD had come up with how the app was going to run regarding its functionality, proposing it having similar qualities to apps like Citizen. We can also acknowledge him researching the development costs of designing and releasing an app, as well as working on some of the powerpoint with me. Desiree was the one who came up with the idea of the app, as well as researching the specific funds required for this project. She had to research the costs of several amenities our company would need to satisfy the completion of the app, as well as forming a schedule detailing a timeline on how this app could be made. This division of labor not only lightened the workload for each of us fairly, it also showed us how to work effectively as a team. We had to properly communicate with each other with criticisms and suggestions we can make on our work for the sake of the document, which in turn improved the documents' quality and effectiveness in delivering information to the reader. This has shown how effective collaboration is in the field of Engineering, as we had to work together to create a coherent document that fulfills our purpose.

Our exigence for creating this document was simple, as it started with us observing victims of natural disasters. After doing so, we made the document to highlight and critique the ineffectiveness in relaying information to these people, as well as propose a possible solution to this problem. The main purpose of the document was to bring up our solution to the issue in communication, as well as persuade our audience to invest their money or resources into our project. To be more specific, we required partnerships with organizations like the National

Weather Association and the GOHSEP, as well as funding from the mayor of Lafayette. Therefore, our genre being a proposal proved to be the most effective method in relaying this information. This proposal allowed us to display how our app would work, what would specifically be required, why our app is worth investing in, and how much time we would approximately need. Imparting this information in this format not only shows that we as a group have done our homework, but allows the different audiences to focus on what they mostly want to hear. Our purpose was delivered to multiple audiences in order to have our app running to the best of its abilities. First, it was directed to the director of the National Weather Society, Mary C. Erikson, as forming a connection with her would mean being able to utilize their weather related resources. We then decided to write to the acting director of GOHSEP, Casey Tingle, to form a relationship with them to acquire their resources needed to reach the users of our app. Finally, we are also directing our proposal to the mayor of Lafayette, Louisiana, or Josh Guillory. Our app would require massive funding to cover the cost of labor, development time, and other budgetary necessities. Therefore, writing to the mayor would be imperative in order to receive the proper amount of funding required to get our app up and running. In order to fulfill our purpose, we had to assume an argumentative and somewhat positive stance towards our subject in this document. We had to argue for our app's usefulness to justify the need for resources and funding, so assuming this stance in our document would help persuade our audience effectively. Finally, we used a document and presentation as our mediums from our proposals. The document is intended for those who want specific information as to why our app's needs are justified, and the presentation delivers a more digestible and concise approach for those who want a quick summary and key points of our argument.

Learning Outcomes:

"Enhance strategies for reading, drafting, revising, editing, and self-assessment". This document went through many ideas and a separate draft to garner different opinions on the project. With those criticisms, as well as criticisms we had as a team, we revised our document effectively to strengthen the arguments made in the proposal.

"Negotiate your own writing goals and audience expectations regarding conventions of genre, medium, and rhetorical situation.". As aforementioned earlier, this document had to take into

account every element of the rhetorical situation to effectively fulfill our purpose, such as taking into account the multiple audiences we had or what mediums we used.

"Develop and engage in the collaborative and social aspects of writing processes.". Differing from previous projects, this project required us to collaborate on a single document to work together on creating a concise document.

"Formulate and articulate a stance through and in your writing.". As previously mentioned, we had to take an argumentative and persuasive stance in our writing in order to help convince our audience of our purpose.

Diego Betances

 Throughout this project the group came together to complete the writing of the proposal at hand. We all made our contributions to the project in order to ensure that it lived up to our vision. I worked on mainly the introduction sections of the document/powerpoint, and also designed the concepts of how the app was going to look. Desiree worked on mostly the schedule, expected results, and budget. She mostly did the research for how much everything was going to cost, and came up with the idea of the app. Istiaq did a lot of the work on the slides, from the visual look of it, and also the content of the slides. In addition, he helped develop and edit the mission statement in order to better fit its job. MD came up with a lot of the details of the app, he suggested that we added features similar to the citizen app. In addition, he helped Desiree in researching the costs of the app, and worked on the slides. With this assignment I also learned more about the importance of teamwork /collaboration in engineering. If you are in a team teamwork is crucial because if everyone is not on the same page, then you will be unable to progress with your task. Since my team was mostly on the same page, we were able to move quicker than we thought we would. In addition, whenever we had different views on a topic, we would suggest it in a nice tone, so as not to disrespect the other person's idea. Respecting each other is ideal if a team wants to maintain effective teamwork, and collaboration, because nobody wants to work with someone who doesn't consider or respect their ideas.

 For this assignment, my group chose to propose an app that would help ensure the safety of others during hurricanes. The genre of this project was a proposal. The main purpose of a proposal is to convince your audience that your product is worth investing in either monetarily, or with services. We accomplished the requirements for this genre because we made sure to use convincing language, and also provided details on the project. In addition, we gave the proposals

pros and cons within the document, and also how we would tackle the issues. The purpose of this proposal was to create partnerships with the NWS, GOHSEP, and also receive funding from the mayor of Lafayette. We needed to get the funding, and create these partnerships so that our app could work effectively. Our audiences for the proposal were Mary C. Erikson, Casey Tingle, and Josh Guillory. We chose to write to Mary since she is the acting director for the NWS, and we need their services in order to make this app work the way we planned. Being the acting director, one of her responsibilities is to seek partnerships within the weather business. So we concurred that she would be the best audience, from the NWS, for this proposal. Furthermore, we chose Casey Tingle because he is an important figure in GOHSEP, and is particularly responsible for the state of louisiana. Since our proposal is based in Lafayette, he would be the best fit in order to help us get in contact with shelters in the area. Lastly, we picked Josh Guillory as another one of our audiences. Being that he is the mayor of Lafayette, we believed that he would care about a product that would help the citizens of his city. Also, being a big figure in the local government, we sought to acquire funding from Guillory. As for our media, we did both a document and powerpoint. With the document, there are more in depth details about the proposal. This is important because in order to convince someone that your proposal is worth doing, you must display your knowledge on everything about it, like pros and cons. Furthermore, the powerpoint contains a brief version of the proposal. This is ideal because you don't want too much information within your powerpoint, as your main goal is to create appeal for your proposal. We did this by including bullet points, as to not make things drag on, and incorporating images. In addition, our stance was informative because we gave information about our product in a detailed manner, and also pointed out potential issues, gave a schedule, and a funding plan. Furthermore, our stance was also argumentative. Because, effectively what we did with this project is provide an argument for why the current methods of preventing casualties within a disaster aren't enough. Finally, our exigence is given in the introduction where we argue that the current methods of informing are not as effective in today's day and age.

In terms of course learning outcomes, this assignment meets course learning outcomes 2, 3, 4, and 7. It meets course learning outcome 2 since throughout the project drafted, revised, and edited as a team to ensure that our proposal was as good as it could be. In addition, it met course learning outcome 3 because we negotiated our goals using the proposal genre, and the media we were tasked to use. We also wrote with the audience and mind, and adjusted our content as such.

Furthermore, course outcome 4 was met since we worked collaboratively as a group throughout this whole project. Lastly, the 7th outcome was met because we used many resources in our proposal to research the historical context, and also costs of the product.

Desiree Caceres

Generally, we all worked together to complete this project. We all shared our ideas and looked for feedback from the others when one of us worked on a section. However, there were a few sections that each of us focused on. I worked mostly on the project's schedule and expected results. I also researched how much each aspect of the app was going to cost, and wrote the total and estimated budget for the project. MD came up with a lot of the app's functions and suggested basing some of its features on the Citizen app. He also helped research the cost of development and did some work on the powerpoint. Istiaq worked on most of the powerpoint, outlining the important aspects of our document in a concise manner. He also designed the company logo and helped edit the proposal's mission statement. Finally, Diego worked on the introduction sections of both the document and powerpoint. He also designed the UI of the app, showing the audience how the app was going to look.

This project taught me the importance of teamwork in Engineering. It taught me that some things are better done with a team since they can suggest directions the project can take. If I had been working on my own, I would not have been able to come up with an app like this, which is true for many engineers. Engineering is a very teamwork-oriented field of study, as it is almost impossible to do anything (large-scale) alone.

The genre of the assignment is a proposal, which is a document used to persuade the reader to consider, fund, or support an idea that the writer wants to pursue. Our project follows the guidelines of a proposal, as we describe the potential issues Louisiana residents have during hurricane season (e.g., being unable to find available shelters), and offer our app as a solution. We list all the functions of our app and how long development is expected to take (and the costs) to persuade our audience to partner with us and/or fund the development of the app.

The purpose of our proposal is to persuade our audience that our app is worth funding, as it can help Louisiana residents better prepare for future hurricanes - and potentially save lives.

We are also trying to convince our audience to enter a partnership with us, as it can help the app run smoothly and do what it's meant to do (e.g., a partnership with the NWS keeps our app updated on any weather changes). By extension, our exigence is our desire to help others stay safe during a hurricane, as we feel that the current methods of informing residents are not effective.

Our proposal does take a clear stance. In it, we are explaining the functions of our app and how it can help the residents of Louisiana, and - by extension - trying to convince our audience to give us the necessary funds/partnerships for our app's development.

The audience of our proposal is Mary C. Erickson, Casey Tingle, and Mayor Josh Guillory. Both Erickson and Tingle are addressed to create a partnership between their organization and our company since doing so can help "Hurricane Helper" function as it's supposed to. Additionally, Mayor Guillory - an important political figure in Louisiana - can help fund the app, allowing its development to run smoothly. The media we are working with is multimodal, as we are using both a physical and digital copy to reach Ms. Erickson, Mr. Tingle, and Mayor Guillory.

This assignment follows learning outcomes 2, 4, 5, and 7. Since our proposal went through the process of drafting, revising, and editing, it meets the outline of learning outcome 2. Additionally, the proposal meets learning outcome 4 because it is a group project. The proposal also uses a multimodal form of media, as both a physical and digital copy is given to our audience. Finally, because we use outside information/references to strengthen our proposal, it meets learning outcome 7.