

Memo

To: Professor Ellis

From: Makylah Rodriguez, Xavier Pabon, Elena Prokhortseva, Peiyun Lu

Date: 12/17/14

Subject: Draft Deliverables

Per our class project we had to come up with a problem that CityTech students face. After much consideration we felt one problem area is buying and selling textbooks. We thought of different aspect on how to reach our goal and implement a solution to fix this problem, which is to make the overall experience convenient and cost effective for students while creating a better appearance throughout CityTech limiting the amount of paper posted on hallway walls. “Book Steal” is a new Facebook page we created that is simple to use and will be an open forum for CityTech students to communicate their textbook needs and interact directly on campus.

The group’s progress until this point has been productive and received positive feedback from many students and faculty. Xavier spoke to the Human Relations department at CityTech and we were able to advertise our poster for “Booksteal” on the school’s flat-screen televisions throughout the Namm building for a few hours on December 3<sup>rd</sup>. Elena designed the poster to enlighten our students on the ideas that were culminated during our sessions in class. We were also able to acquire feedback from students and peers at Citytech about our idea Via Facebook and personal interactions. Some students were concerned with payment methods and identity security. Our solution to payment method concerns was to require that all transactions be made in cash or money order. Identity concerns were also tackled by stressing students to only make transactions with individuals that have proper identification. Our progress is on schedule and all

members are contributing with different skills and ideas for an overall maximum effort on a project that we firmly believe will be beneficial to our fellow students.

As a result, we were able to make posters and put them on the school walls. It brought attention to our Facebook page and number of likes went up. However, a lot of people responded on the page with comments but it is still not enough posts about selling and buying books. People seem to like our idea, but it looks like wrong time in the semester for buying new materials. We also were able to put our poster on TV screens at school for only one day. Unfortunately it was not possible to screen our ad for more time than that, but we were satisfied with the result. Students were noticing new poster and paying attention to it.

In order to successfully implement our proposal, we need to find better ways to spread out the word and have more students to join the page. As a result, the website then can fulfill its goal which is to help students sell their used textbooks and buy assigned textbooks at an affordable price.

The followings are the proposed steps to promote our page:

- use another social media, such as Twitter, to promote our website.
- set up a promotion table during Club Hours to promote our website.
- ask CityTech's student clubs to spread out the word.
- ask permission from Student Affair Department to put our website information on student email list.
- spread out the information by word to word through friends, classmates, faculties, professors.
- make adjustment to our proposal based on the survey we conduct.
- advertise our proposal on school's newspaper.