

Austin Cupp

Professor Porcher

IDS 494

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Reflection Essay 2

After we determined what our innovation was going to be, we branched out and began to work on our proposals. During this time, we did not necessarily discuss what content we would include in our proposals, and instead worked on our proposals individually without any prior meetings. This caused us to leave out key details in our proposals that impacted our grades. We did not properly discuss our target market, marketing strategy, and other details that is required for a successful business. After discussing our grades, we realized that we did not work well together as a group, which impacted our grades due to the missing and different content in our proposals. We determined that we needed to communicate much more often and work together as a group. Therefore, Madelene, Fenton, and I began discussing what content we needed to include in our Academic paper that was not present in the proposal, as well as what content related to the software should be included in the Academic paper. Madelene then set up a meeting for us to meet with the professor, which allowed us to better understand what was needed in our Academic papers.