

Reflective Essay #2

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My team and I have met four times within the month in regards to our grade on the proposal. We truly felt discouraged and confused because we thought this was a great innovation for leadership as well as cybersecurity. We brainstormed by going over the responses we received from the professor. She did not believe we addressed the problem in the right manner in regard to the audience we are targeting and how we will address the issue. We decided we made the application too wide ranged for age and wanted to decide on who needs the cyber security help the most. Due to the current change with technology and how the new generation is on social media and the increase of technology in general we felt that they are more aware of cyber-attacks. The other age range we knew that were not as technology savvy as others is the elderly. We were not sure on how precise on age we should start but decided we would go with 50 and older. The simple answer was because back in their generation there was barely a cell phone and they had desktop computers that were also not as reliable. In order for the elderly to stay involved and keep in contact with their family they have transitioned with technology today but also become the main target for cyber scams.

We brainstormed on whether we would make this application a nonprofit or profitable website for the purpose of revenue to keep the application coming. This was a back-and-forth conversation but the fact that we need to have this application updated either weekly or monthly we would need employees to work the application which means pay. We decided on having the application profitable with a free trial so that more people would be willing to download and gain interest into what is being provided. We added some additional help with a 24/7 chat that allows simple questions if the elderly find the webpage too complex to use.