

Good afternoon Mr. Daniels,

On the infographic for our newest student cohort, I've touched up the A.I. generated text to address some aspects of e-commerce I think are important especially for our new students. The prompt I gave it included some background information about our non-profit work, the types of clients we usually serve, and the issues we've been having finding good selling platforms. I think that including information about the skill level, or level of time and effort investment it takes to utilize a service, is important so our graduating students don't get ahead of themselves. As well, a large part of our student population is bi-lingual or only speaks Spanish, so I've taken the liberty of creating a translated document. Please read through my justifications, and if you have any issues email me this afternoon and I'll address them before we send this out.

- I reorganized the listed websites by order of what I believed to be ease and convenience of starting. Marketplace is a local e-commerce tool which reduces the amount of investment in shipping and online customer interactions. Etsy and eBay are primarily used by individual owned businesses or as side-hustle type sources of revenue, easy for beginners to start selling. Amazon and Shopify are the most complex, giving opportunities for expansion and including tools to run a more complete business.
- The A.I. generated information was relevant, but didn't include specific details that I felt were important to new entrepreneurs. The main issue our clients had with selecting a selling platform was lack of relevant information concerning how the platform could best be utilized for their business (i.e. would a clothing brand work best for Etsy or Amazon?). I added small bits of information to each selling platform that would improve their use, such as how Etsy is noted to be "perfect for a single employee type business model or as a side job". Esty is used by many artists as a full-time source of revenue, but a majority of people use Etsy as a gateway to entrepreneurship by expressing their hobbies. I also added a section about Amazon Business, which offers improved and discounted rates for those who register under the service.
- The population of our Arlington cross-cultural audience is a mix of Caucasian and Hispanic/Latino. To provide a document that is

accessible to everyone, I made a copy entirely in Spanish and linked it through a QR Code to the existing English document. Both can be distributed, and each will have code to the corresponding other language document. As well, each of the selling platforms I included in the infographic has options to enable different language settings. This way, our clients can communicate with others in their preferred language and similarly run a business accessible to others with levels of Spanglish or total bi-literacy.