

Sisters of STEM



Creative Pitch | Overview

ABOUT SISTERS OF STEM

A website that focuses on keeping young girls encouraged during their journey throughout school in STEM. Creating an environment that provides them with details about our local organizations that will help keep their love for STEM alive

WHY SISTERS OF STEM?

My position on creating this community is just as simple as the website its self, Im a mother in tech that is raising a daughter who loves science and attends a great STEM magnet school who I fear could end up like many other girls who only out grow STEM due to constant reminders that its became a "Boy's Club".

I plan to create a website that will be similar to a blog that includes; **Local event** in local schools, science museums and meetups. **Weekly posts** on a local woman in STEM. A **resource tab** that is filed with online edu help sites, STEM-related suggested games, books and local groups. I will have **education information** for users; Magnet schools local college programs and online schools.

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Email: free.rosas@gmail.com

Cell: 407.556.5961



Sisters of **STEM**



Creative Proposal
V.1



Information

Designer/Developer: Free Rosas

Email: free.rosas@gmail.com

Cell: 407.556.5961



About PINK PINEAPPLE

PINK PINEAPPLE is a small but capable web design/development company out of Winter Park FL. We provide services such as, web design, application development and Content Management Systems.

Tools and **technologies** we like to use:

HTML5 / CSS3

Adobe Creative Suite

Responsive Design

JavaScript / jQuery

Bootstrap

PHP

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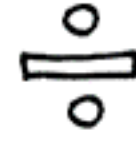
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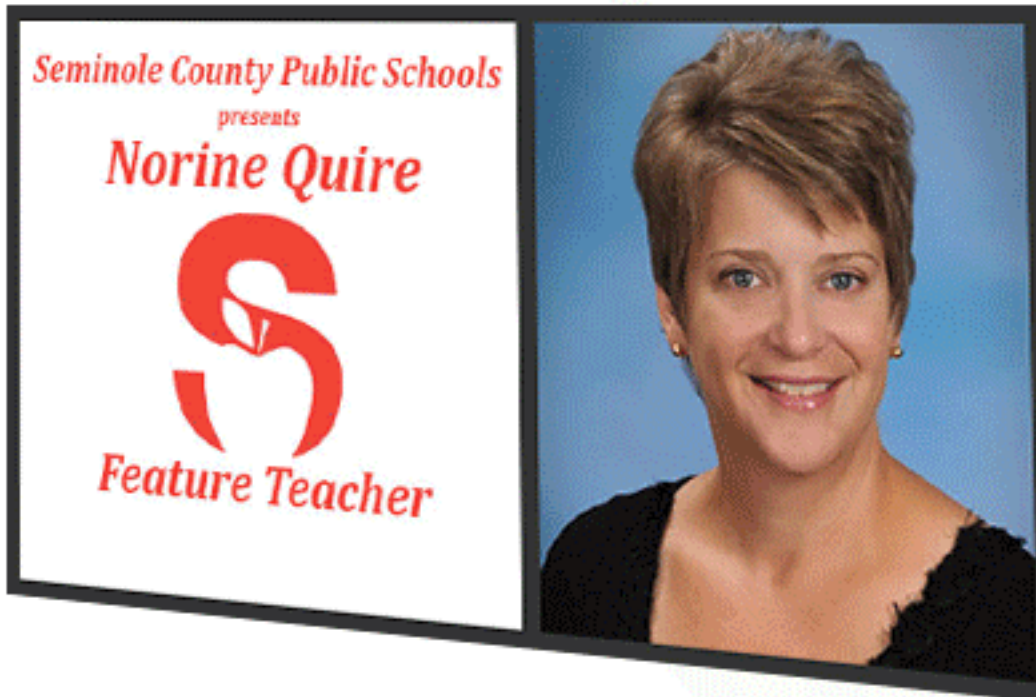
I'm here to provide as much information for parents, students and instructors in the STEM world with all the hidden GEMS that could help support our amazing young girls' love for STEM. I want to remind them that this isn't a boys' world; it's a STEM's world.



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User Profiles



Profession

Elementary School Teacher

Marital Status

Married

Hobbies

DIY Crafts, Reading, Cooking,

Social Media

Pinterst & Facebook,

Goals: Find new ways to introduce science to students!

Profession

2nd Grade Student

Social Media

Kids World & Kidz Social

Hobbies

Art, Lego Club, Chess Club



Goals: Learn times tables and attend all Lego Club meets!



Profession

High School Senior

Marital Status

Single

Social Media

Pinterst & Instagram,

Hobbies

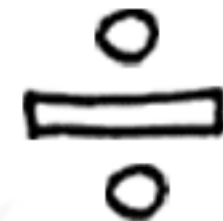
Dancing, Photography,
Mentoring your girls

Goals: Graduate and get into UCF
with a major in Computer Science!



BRANDING

Sisters of **STEM**



Logo colors: #000000 & #CCCC00

Text Font: Ariel Narrow & Hobo STD

Text Font Color: Black #000000 & #CCCC00

Technologies used for *Sister of* **STEM** site

Responsive Design

Foundation

HTML5 / CSS3

Sass

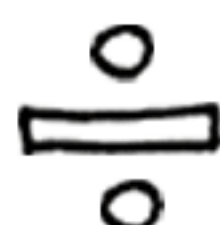
JavaScript / jQuery

PHP/MySQL

Adobe Creative Suite



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PRODUCTION TIMELINE

Week One:

Submit concept for approval > Submit Project Overview > Create Branding
Create project proposal documentation > Purchase Domain

Week Two:

Flowchart > Submit wireframe and budget for approval > Site Structure
Revision of concept proposal > Set up Staging Server

Week Three:

Submit Design comps for approval > Update Wireframes if needed
Complete final flowchart > Start Database structure

Week Four:

Begin CSS/ Responsive > Complete Database > Start dev of admin acct
Go over for any changes needed > Beta Site for testing

Week Five:

Update any needed revision with approval > Go over links and articles
Request approval for newsletter > Add newsletter sign up form

Week Six:

Start Alpha testing > Create Database table for newsletter sign up
Complete HTML/CSS and Media Queries

Week Seven:

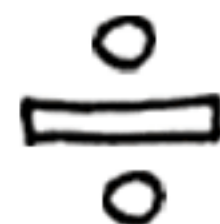
Make sure all is completed > Contact users for a basic user
walk through > Begin any revisions that may be needed

Week Eight:

Final user testing > Promote on Twitter , Facebook & to
Seminole County Magnet School (STEM-related)



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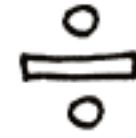


BUDGET COST

Tasks	Hours	Unit Cost	Total Cost
Branding	30hrs	\$30	\$900
Domain Set up	2hrs	\$40	\$80
Site Design	30hr	\$35	\$1050
Architecture Design	20hr	\$35	\$700
Front-end Dev	150hrs	\$40	\$6000
Server-Side	130hrs	\$40	\$5200
Usability Testing	25hrs	\$20	\$500
	447hrs		\$9030.00

(Can be adjusted based on any additional revision)





Website Functionality

Weekly/Monthly Newsletter:

Local STEM Events

Orlando Science Museum events

College STEM (Public Events)

Clubs and MeetUp Event

STEM-Education Resources:

STEM websites for different age groups

STEM-related books, games for all ages

STEM Program Directories

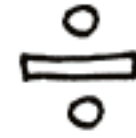
Local Camps

Local programs

Local Science



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Project Sign Off Form:

Based of the infomation provided in this document I _____ approve of proposal present by Pink Pineapple.

*** Conditional Approval based on requested modiifcations by the client, modifications must be provided to the client by for final approval, or project proposal will be denied.**

Sign

Print Name

