



Note: This is a logo concept and is subject to change



TEACHER & PARENT UNITY

Propelling Our Children



ALICE KENTALA

DESIGN. DEVELOP. WORLD.

PROPOSAL V1.1 | PHONE: 530.228.6346 | EMAIL: BPAK09@FULLSAILEDU

About T&P

T&P is a company focused on creating an optimum learning environment that encourages balance between the classroom and parents. Parental involvement in education helps children to achieve more, get better grades, have higher self-esteem, and have more motivation towards school and future goals. In a perfect world parents would be available to help their child in school one or more days a week. For up to 60% of American families, this is not an option due to having both parents working.

T&P aim's to bridge the gap by having a direct and simple way for parents and teachers to communicate, retrieve contact information, share pictures, plan and organize parties, keep track of upcoming events, lesson plans, download/upload forms and view grades. Giving families a way to join in on their child's daily learning. T&P aims to provide teachers a simplistic format that makes communication quick, direct and effective. Teachers will be able to keep track of future lesson plans, post them and give parents a head start with their child at home.



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Audience

T&P's target audience is focused on teachers and families. The average US teacher's age is 41 (National Center for Education Statistics) with an average United States parent's age at 25 (The Fiscal Times). The typical teacher or parent user will be between the ages of 25 and 45 years old. Many of which work full time jobs and have very busy schedules.

These individuals will be mainstream users who will be using the site for short periods within their busy schedule. Typical tasks on the site include: signing in/out, teacher and parent communication, weekly lesson plans, keeping track of important school dates and forms, viewing photos, and making post to the class forum.



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User Profile I

Name: Mrs.Kelly **Age:** 37

Typical use:

Mrs. Kelly is a second grade teacher. She has a very busy life including having her own children. She knows how hard it can be to help in her own children's class and want's away to get involved.

Mrs. Kelly is an avid baker. She also loves to do arts and crafts. Since she is un-able to join in classroom celebrations she wants a way to help organize and plan educational and fun days for the class.

Mrs. Kelly spends many hours responding to parent inquires and requests. It's very important to her to get parents involved. She would like a way to communicate with them about non-urgent information, point them to educational resources and let parents review the upcoming weeks lessons and reading while at home.

Since Mrs. Kelly is on the go most of the time, she uses her smart phone to review email and text messages from parents. When at home for the night she also checks and updates her social media accounts, pay bills and respond to emails. Her time spent on her laptop is brief, she needs to get in complete a function and go.



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User Profile II

Name: Tammy **Age:** 42

Typical use:

Tammy is a lawyer and single mother of two. She has a very hectic schedule between work, home, sports and school. She is able to help in each class once a month and works diligently at home with them on their homework.

Although she is dedicated with her children's education her oldest child is having a hard time in class. She is shy, doesn't make friends easily and having problems in group activities. Mrs. Kelly, her class teacher communicates with Tammy on ways to get her empowered and ready to learn. Mrs. Kelly provides Tammy with educational resources that she can access on the go.

Tammy primarily uses her smart phone and tablet. She uses her tablet during the day to keep up with work and have video conferences via Skype. Using her smart phone she keeps track of her children's schedule, sets reminders and communicates with other parents.



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Timeline

Below is the timeline for development and design of Teacher & Parent (T&P).

Week 1:

- Gathering Information and establishing goals
- Marketing and branding strategy
- Audience profile
- Technical needs and functionality
- Define timeline and budget
- Weekly client Q&A and client approval

Week 3:

- Create site maps, flow chart and wireframes
- Start collecting site content and content organising
- Weekly client Q&A, revisions and client approval

Week 2:

- Revisions from client Q&A
- Develop site structure, navigation and page flow
- Design concepts and production style guide
- Secure domain
- Weekly client Q&A and client approval

Week 4:

- Graphic templates and copy flow
- Create and stage HTML shell
- Initial usability testing
- Weekly client Q&A, revisions and client approval



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Timeline

Continued...

Week 5:

- Assess project and make changes to scope, site maps and/or flow chart
- HTML and page production
- Image optimization (slicing)
- Scripting
- Usability testing
- Client signoff

Week 8:

- Handoff Packet
- Finalize production style guide
- Announcements to social media and advertising
- Post-launch meeting- Review
- Search Engine Optimization
- Site Launch
- Test
- Maintenance training

Week 6-7:

- Setting file structure / CMS
- Backend development
- Usability testing
- QA testing
- Debug
- Weekly client Q&A, revisions and client approval

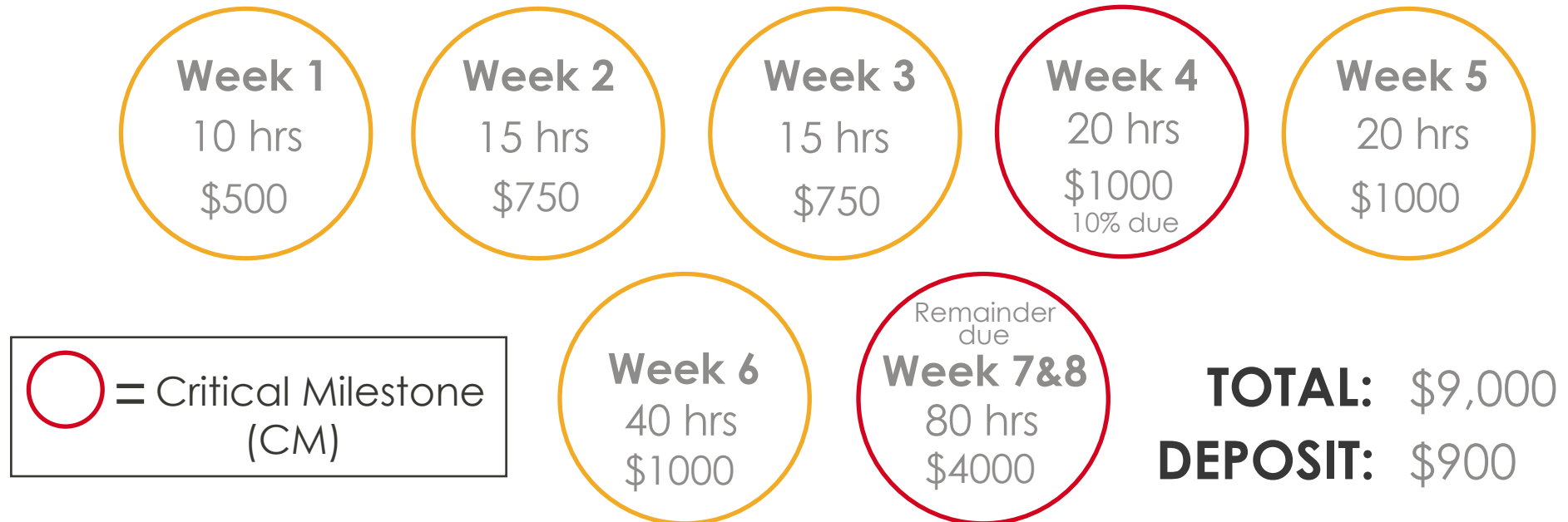


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Budget

At AK we offer a flat hourly rate of \$50/hr. Once client has approved a deposit of 10% of the total website cost will be due. Payments will be required at each critical milestone (see below). Any additional changes that the client request here on out, will require an AC* form and may incur additional fees.



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Budget Breakdown

Week 1

10 hrs
Branding
Proposal
Profiles

Week 2

15 hrs
Design
Site Structure
Navigation
Domain

Week 3

15 hrs
FlowCharts
Sitemaps
Wireframes
Content

Week 4

20 hrs
Graphic Template
Content Flow
Static HTML
Testing

Week 5

20 hrs
HTML and page
production
Image Opt.
Scripting

Week 6

40 hrs
File structure
Backend Dev.
Usability testing
Debug
QA

Week 7&8

80 hrs
Handoff Packet
Site Launch
Advertising
SEO



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Technical Needs

Sign In:

Secure parent and teacher signup/sign-in form, connects to Parent/Teacher portal.

Parent Portal:

Users will access private page where parent and teacher can collaborate, share photos, get contact and allergy information(profile page) and reach out to other parents via a link to a classroom forum. Also on their page will be educational resource links that the teacher will add to page.

Teacher Portal:

On the teachers portal they will be able to create, read, update and delete post, pictures, contact information, lesson plans, educational resources and calendar.

Calendar:

Upcoming events and important dates. Will link to social media and post events to google calendar.



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Additional Charge (AC) Form

Project Title:

Project ID:

Date:

Description of addition or change:

Client Name:

Client Email:

Client Phone:

[company]

Contact:

This item is to:

1. Add additional item
2. Increases scope/budget
3. Client Request Change
4. Other

Description

Estimated Hours

Cost

I agree with the additional change, description, timeline and details outlined above. Please sign the document below.

Client Signature

Date

Client Name (printed)



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Why AK?

AK's mission is simple... **Design, Develop, World!**

Design- to catapult your business.

Develop- with your users experience in mind.

World- getting your presence know.

Have an after thought? Want to make a change? Were here for you and your satisfaction is guaranteed! In fact, we treat your business, like our business and ensure your company has a web-mazing presence.

If you are ready to step forward and get started with your new website please sign the form below...

I agree with my estimate, timeframe and I'm ready to get started with

TEACHER & PARENT
tandp.com



Client Signature

Client Name (printed)

Date

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