**Step 1: Define Your Audience/Tone**

* Who will visit your site? Potential employers? New clients or customers?
  + Potential users of “See It, Be it” would be teachers who are looking for scientists/career professionals to speak to their classrooms about what they do and how they got there. It would also be a platform that scientists/career professionals can use to volunteer there time and find schools, community centers, non-profits that would benefit from hearing their experiences.
* What can make you and/or your product stand out against your competitors?
  + Currently there are no outright competitors hence the want to build this type of platform. Easy to use interface and design to easily connect scientists to schools and vice versa.
* How would you speak to your clientele if you were communicating in person? How could you translate that style and tone digitally?
  + When speaking to the clientele (either the scientist or the teacher) I would want to stress how important it is that they speak from personal experiences and how it is an informal conversation between them and the students. That style/tone could be expressed digitally by using a creative font, and not use bold or overwhelming colors.
* What colors represent you or your product?
  + The colors I am thinking of using for the site or in the family of greens, blues and yellows.
* What images illustrate your message?
  + Scientists at work, professionals in their respective environments, children in classrooms, schoolhouses, books,

**Step 2: Identify Content**

* What are the three-to-five pages titled?
  + Home page, Sign up Page, User Profile Page, About Page
* What will be the purpose for each?
* What should each page contain? Will there be textual content? Or just images?

1. Home Page – Easily and visually describe what we are and what we want to accomplish with our platform

- The front page would be both image and text heavy. There would be a sign up/log in box to allows users to sign up.

1. Sign Up Page – Allow users to connect with either a school or a scientist
2. Users Profiles Page – Allow users to create simple profiles that explain what they do (scientists) or what they need (teachers)
3. About Page – Explains our mission, the founders, and why we built this platform.