PROJECT PROPOSAL
HeadStrong
headstrong4life.com

Headstrong Project Proposal
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url: www.headstrong4life.org

A) Project Description

We're going to make a custom website for the non-profit organization HeadStrong.

The site will have:

- information about what HeadStrong does
- information about the history and success of HS
- multiple and easy ways to contact HeadStrong
    - The phone number will be on all pages
    - a simple form will be provided to request more information
    - the email address to make contact will be accessible and easy to find
- resources, a page with links and information about other services
- photos used throughout the site
- video of the founder
- listings of upcoming events
- obvious link to flickr photo stream
- ability to 'Like' on facebook from HeadStrong site

Additions to the site may include:

- a forum for members to communicate with each other
- The ability to add videos
- a calendar

B). Technology:

We will use open source technology so 1) we have complete control over the function of the site and 2) there are no charges or fees to use PHP, MySQL or WordPress. We will take steps to ensure the site is accessible on all browsers and technologies. This means the site will not be flashy, but it will be sturdy.

B) Content Requirements

Said Project will be produced by the Vendor with the following content requirements:

1. Brand Imaging: HeadStrong has a logo and a main color. We have the logo to use and samples of the particular color green to use. It's the same green as the old site.

2. Photos and videos: Client is responsible for proper copyright, property releases and model releases for

identifiable people.

3. Written Copy: Headstrong is responsible for all written copy. It will be largely, and initially, taken from the old website. HS will be able to update content as desired through the WordPress interface.

C) Technology Requirements

Said project will be produced by the Vendor with the following technology requirements:

1. Markup Code: All code will be standards-compliant and fully accessible.

2. Hosting: HeadStrong has paid hosting. The current site uses WordPress so there will be no technical problems with hosting the new site.

D) Project Phases

Said Project will be produced by the Vendor as described in the following phases:

1. Discovery: Headstrong filled out an intake form with basic information. We had an interview that gave us more information about the content and technical requirements as well as goals for this project.

2. Content Audit: We will start by taking content off the existing site. Some of it can be consolidated into fewer pages.

3. Information Architecture: We will create a “site map” to show how information about HeadStrong will be organized into different pages.

4. Content Design: The next step is a set of “wireframe” drawings to sketch out the arrangement of content on each page.

5. Visual Design: We will present at least two designs for review and approval.

6) Production, Development & Testing: We will produce this site on a variety of computers and test it on a school server before deploying to HeadStrong’s server.

8. Style Guides: The Vendor will be responsible for producing design style guides for all in-scope pages of Headstrong Project for the Client’s review, approval and sign off.

9. Launch: The Vendor will be responsible for launching said Headstrong Project to the Client’s server space.

E) Rights of Usage

1. HeadStrong can use the website in any way.

2. The student team reserves the right to use design and development elements of said Project as case study, for training materials, and for their personal portfolios.

F) Project Approval

We will send out an email each week with links to the most recent developments. This is the time for HeadStrong to give feedback. An email acknowledging the updates will be appreciated.