



Project Proposal & Business Plan

For

Kids.doc, LLC

Sherry Hansberry-Brown
Senior Project: VCD468 1003B-01
Unit 5 Individual Project
Professor Grace Dai
American Intercontinental University
August 22, 2010



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July 19, 2010

Mr. Robert K. Brown, President
Kids.doc, LLC
PO Box PSC 41
Box 2502
APO, AE 09464

Dear Mr. Brown,

I want to thank you for the opportunity of presenting our proposal for your new venture. The concept of creating a family centric web site that keeps family and individual schedules, health and safety information, an e-Baby Book, e-scrapbook, as well as many other modules is exciting.

It is our intention to develop strong brand identification on a national and eventually global basis by content maintenance and Workflow. We will create a publishing environment that integrates print, Web and dynamic media technologies into a complete cross-media workflow environment.

Our focus will be to create a strong cohesive team to develop a unique parent/child secured social media network with a graphical interface linking to a strong SQL database backend. The program will be completely content driven.

Our intention is to design a customized e-commerce solution incorporating optimal security, reliability and scalability, using three-tiered application architecture based on the most up-to-date technologies. We believe that it is not enough for a business or product to be showcased on the internet. Instead, we believe a Web site should, like any business activity, be focused on creating new revenue and directly contributing to the company's bottom line.

We subscribe to the principal of mass customization, calling for flexibility and quick responsiveness. In an ever-changing environment, people, process, products, services and technology to give our customers exactly what they want.

We look forward to helping you make your dream of this project come true by becoming your partner in this exciting adventure.

Regards,

Sherry Hansberry-Brown,
Designer/Owner
Oma Unleashed



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Part I

Project Proposal & Business Plan

Kids.doc , LLC



Company History

Kids.doc, LLC is a family owned firm in business for 14 years. Mrs. Brown, founder of the firm was driving from Seattle, WA to Portland, OR in May 1996; on her way to do some consulting with one of her clients. It was late at night while driving on I-5 passing through Tenino, WA when she wondered if her new grandson had a baby book yet for his parents to keep their memories and mementos fresh in their minds.

Her next thought was "They don't need to buy a baby book! I can write them one in Access!" At that point, she says it was like receiving streaming video from the Universe. Ideas were coming faster than she could process them.

Over the next few years the family worked diligently to develop the concepts and idea. By mid 2000 the model had been finalized to the point of submission to a venture capitalist. Initial funding had been applied for and tentatively approved. The trademark had been registered, the corporate structure concluded, provisional contracts for program development signed; when in late 2000 the dot com bubble burst!

Due to the economic climate at the time, venture capital funding dried up and the project was put on the back burner. However, the firm decided to maintain the domain name of www.kidsdotdoc.com and held regularly scheduled annual meetings to assess the feasibility of introducing the product to market. Each year, the project was postponed due to various circumstances.

In this past year Robert Brown, President of **Kids.doc**, LLC has concluded that the time is now optimal for this project. He has secured a grant from the Bill & Melinda Gates Foundation to move forward and launch the new website and business venture.

At present there are several social media web sites on the Internet. Today, there is a new climate of social networking with Facebook, My Space, Twitter, You Tube, etc. The founders of **Kids.doc**, LLC believe this internet activity will be conducive for the launch of a secure family social network product. **Kids.doc** would find an enthusiastic market because of some of the recent privacy concerns expressed about several of the social media web sites.

The difference between the current sites and **Kids.doc** is that the format would be the security of the data. Only those individuals who have been granted rights to a specific family site would be able to have access. Much like Amazon.com in that product information is shared with all users, but buying habits and history is accessible only to the specific individual.

Project Guidelines

Kids.doc will be an interactive web site, subscribed to by active families to track all sorts of current events and maintain historical data. The www.kidsdotdoc.com web site will be an electronic scrapbook. Parents and grandparents who are computerized and net savvy are the target market.

The primary goal of the program is to act as a database with animation to maintain family records! This social media site will be exclusive to family and friends granted access to share a family's memories, mementos, history and forms.



The focus of **Kids.doc**, LLC is to find a way to save the memories of a family's children growing years. www.kidsdotdoc.com will offer information to client families to help keep their children safe. The site will link families to products and sites to make their lives easier. The intent is to find a way to manage all of this in a family friend manner through a secure social media network.

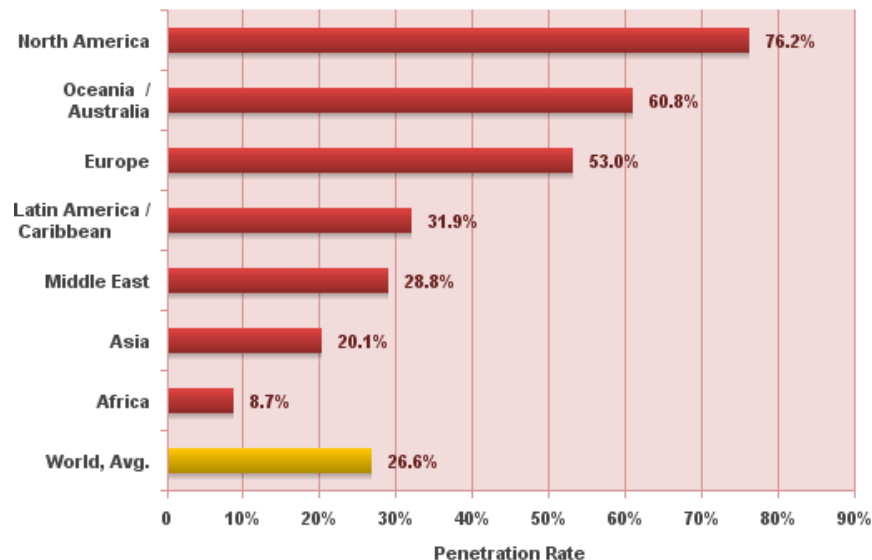
Target Market

The target market is two-fold. The preliminary market is parents of families with children between birth and 18 years of age. The secondary market is to appeal to the grandparents of those families.

In 2000 the US Census Bureau statistics showed households with the focus family demographic was at 34.60 million with a total number of families of 71.83 million.

Once the US and Canadian market has been penetrated, the web site will be localized based on current statistics. The launch plan will proceed per the penetration percentages defined below.

World Internet Penetration Rates by Geographic Regions - 2009



Source: Internet World Stats - www.internetworldstats.com/stats.htm
Penetration Rates are based on a world population of 6,767,805,208
and 1,802,330,457 estimated Internet users for December 31, 2010.
Copyright © 2010, Miniwatts Marketing Group

Figure 1: Internet Statistics from Miniwatts Marketing Group @ www.internetworldstats.com

Basically, the internet connected world is our target market. Even if the only one percent of the families in the 2000 Census Bureau statistics are on the Net become customers, the potential is huge at 718,300 households. Especially if one considers an annual subscription rate of \$19.95; the potential income could be more than \$14 million per year from the US Market only.



These figures only identify the families that have children ages birth to 18 years in the 2000 US Census. They have not taken into consideration the net savvy grandparents with a higher disposable income or the explosive growth in the last 10 years of computer ownership. In the US now, the penetration of net users to the total population is 76.2% as of December 2009.

When looking at the current internet usage in the world the statistics are staggering.

WORLD INTERNET USAGE AND POPULATION STATISTICS						
World Regions	Population (2009 Est.)	Internet Users Dec. 31, 2000	Internet Users Latest Data	Penetration (% Population)	Growth 2000-2009	Users % of Table
Africa	991,002,342	4,514,400	86,217,900	8.7 %	1,809.8 %	4.8 %
Asia	3,808,070,503	114,304,000	764,435,900	20.1 %	568.8 %	42.4 %
Europe	803,850,858	105,096,093	425,773,571	53.0 %	305.1 %	23.6 %
Middle East	202,687,005	3,284,800	58,309,546	28.8 %	1,675.1 %	3.2 %
North America	340,831,831	108,096,800	259,561,000	76.2 %	140.1 %	14.4 %
Latin America/Caribbean	586,662,468	18,068,919	186,922,050	31.9 %	934.5 %	10.4 %
Oceania / Australia	34,700,201	7,620,480	21,110,490	60.8 %	177.0 %	1.2 %
WORLD TOTAL	6,767,805,208	360,985,492	1,802,330,457	26.6 %	399.3 %	100.0 %

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Figure 2: Internet Statistics from Miniwatts Marketing Group @ www.internetworldstats.com

Design Components

Oma Unleashed will design a full promotional package to launch the www.kidsdotdoc.com web site using the following design components:

Logo (standard component)

Oma Unleashed will work with the Client to design a logo for **Kids.doc** as a part of the new corporate branding program. Currently the logo consists of a type logo as displayed throughout this document. It is our recommendation that artwork from Mr. Brown's daughter, Ashlee, be used as the basis of a graphic logo. Once this concept has been approved, the type logo and graphic image will be combined for corporate branding.

Live Static Web Site (heavy component)

Oma Unleashed will design the initial web site with a minimum of 6 working pages; Customers will then be able to enter their private family information on this secured site. The site is the primary product of **Kids.doc**. The unused reserved URL is www.kidsdotdoc.com.



This site will allow customers to link to other social media sites but maintain its security, integrity and scalability.

Some of the pages designed for the site will feature record keeping for

- Immunization and Health History
- Calendar for the entire family
- Scrapbook for photos and children's artwork
- Child Safety Information & Recommendations page
- An electronic Baby Book
- An electronic Family Tree & History
- Web links to Kid & Parent specific web sites
- Childhood Development Guidelines and data.

There will be areas of mouse-over animation, streaming video for 'Quick Hints', drop-down lists to aid in data entry and pop-up help windows. In addition to the interactive web site, Kids.doc, LLC will offer a monthly e-newsletter.

Advertising Brochure (light component)

As a take-away advertising promotional piece; the configuration of the page will be 11 ½" X 9 ½" with four vertical folds and two horizontal folds. Attached will be front and back covers in cardboard that are slightly larger than the folded paper. The advertising piece when folded will be slightly larger than a credit card.

This will create an interesting brochure that people can slip into a purse or a pocket and take with them. The advertising copy will be printed on both sides of the paper and on the cardboard covers; one side will be kid-friendly, colorful and fun. The other side will be geared to parents to show the benefits of subscribing to the site. We feel customers will want to keep it for the novelty of the advertising concept. Includes 1000 printed brochures.

Stationery Package (light component)

Using the logo, primary colors and branding concepts, Oma Unleashed will create a full stationery package to include, letterhead, envelopes, business cards, brochure and newsletter formats. We will accent the brand and coordinate all marketing materials to the new brand designed for Kids.doc, LLC. Includes the printed stationery package and newsletter design.

Merchandising Products (light component)

Using the new logo and brand for Kids.doc, LLC, Oma Unleashed will design several products that will be offered on the web site as an additional profit center. Initially the merchandising products will include, T-shirts, hoodies, diaper bags and a water bottle. This is design only.

Our Process

There are two distinct processes that will occur during the initial phase of this project. One is technical and functional, while the other is a creative and visual process.

The technical process begins with an in-depth investigation of the functionality and technologies needed to complete the project goals and objectives. These findings are documented in a functional and technical specification document. This document gives a clear understanding of



how the site will function and what specific technologies will be used. Upon completion of these documents, production can begin on the technical aspects of the site.

The creative and visual branding process occurs as we meet with you and gather specific information about your brand and identity. This information-gathering process consists of interviews, collected material and any other information needed to gather a “creative strategy”.

Much like the technical and functional specification documents outline the technical elements of the site, the creative strategy outlines the overall look and feel objectives. This document is critical to our understanding of where the Kids.doc, LLC brand is going. From the creative strategy, our design team will have the needed information to visually construct the messaging, information, tone and visual emotion that the site requires to be an effective communication piece.

This initial process of assessment both technically and creatively, sets the foundation for all subsequent tasks, and ensures that both parties are in agreement with the outcome of the proposed Web site.

Business Plan

Timeline:

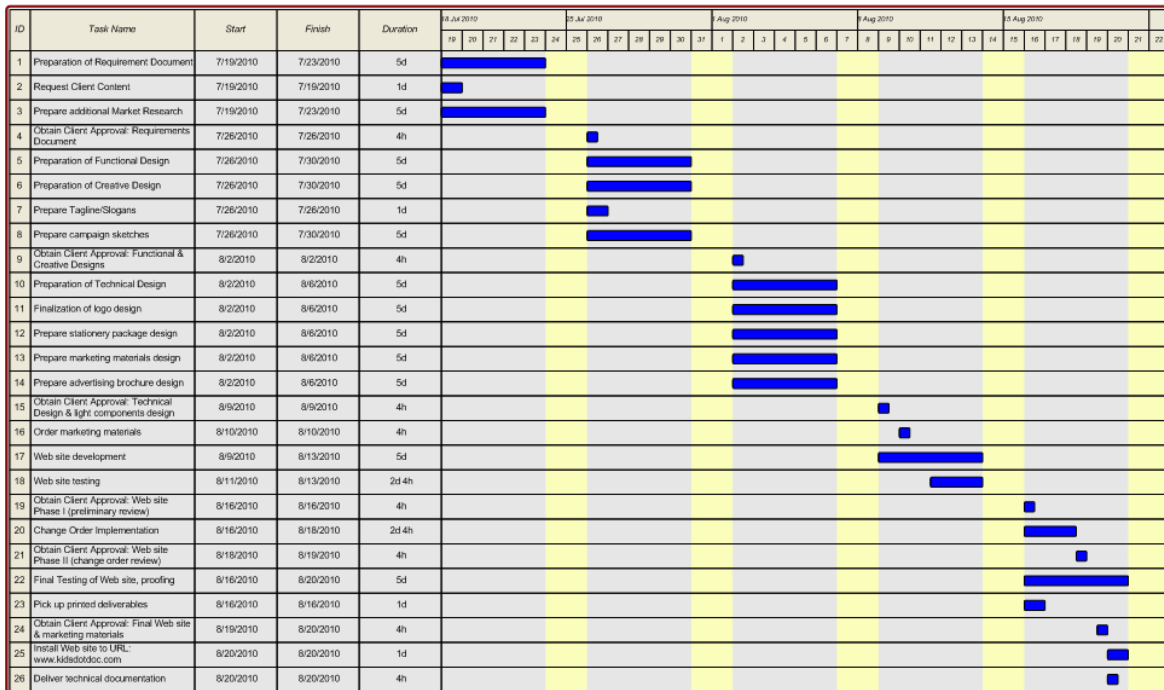


Figure 3: Gantt Chart for Proposed Timeline of Development of Web site for Kidsdotdoc.com

Week 1

- Initial payment due upon Agreement approval and signature. Payment at \$35,000.00 against contract estimate.



- Preparation of Requirements Document.
- Request client content, images, graphics for inclusion into Creative Design.
- Prepare additional research for North American target market with strategy for globalization.

Week 2

- Obtain client approval of Requirements Document.
- Preparation of Functional Design.
- Preparation of Creative Design with proposed color palette for project and typefaces to be used.
- Prepare tagline/slogans for client approval.
- Prepare campaign sketches for client approval.

Week 3

- Preparation of Technical Design.
- Finalization of logo design for client approval.
- Production of stationery package, marketing materials and advertising brochure.
- Using prior specification documentation create framework for web site.
- 2nd payment installation due at 50% of balance due on contract estimate upon client approval of Technical Design.

Week 4

- Continued development of web site.
- Upon completion of development of web site, testing to commence.
- Review work to date and finalize any Change Orders required.
- Obtain client approval for any changes completed.

Week 5

- Finalize testing of web site.
- Complete review of content, images, navigation, functionality and links on web site.
- Make any further changes, requested by client Change Orders or by team members.
- Remaining balance due upon client approval, prior to site installation.
- Deliver printed advertising brochure materials.
- Deliver stationery package ordered.
- Deliver marketing products designs camera ready copy.
- Install web site to www.kidsdotdoc.com.
- Deliver technical documentation

Personnel Requirements:

Oma Unleashed has a history of having a mature group of Associates dedicated to quality and meeting the client's design. These consultants know how to ask the right questions to satisfy the client's needs and take responsibility for all aspects of the project.

The following table defines the Oma Unleashed team member roles and their responsibilities as they pertain to this project.



Role	Responsibilities
Project Manager	- Lead the development team - Prepare project schedules - Participate in status review meetings - Facilitate communications - Direct product roll-out initiatives
Director	- Lead the creative team - Understand the brand requirements - Direct the creative solutions - Participate in status review meetings
Usability Designer/Tester	- Create specifications for Accessibility standards - Apply standards during all phases of testing prior to release
Technical Lead	- Provide programming standards - Lead development team members - Support Developers - Document process flows - Conduct code reviews
HTML & ASP Developer(s)	- Code software based on the approved design and functional specification - Develop Web pages that interact with existing databases - Develop unit test Web pages - Support functional test and system test - Support implementation
Scalability Specialist	- Create Baseline - Develop Metric (Transaction Cost Analysis) - Identify Bottlenecks - Predict Horizontal and Vertical Scalability - Create Report
COM/DCOM Programmer	- Specify Interface - Create functionality - Document functionality - Create Test harness and test
Network Specialist	- Review Connectivity requirements - Perform firewall testing - Report findings and suggestions
Web Tester	- Design and document test plans - Establish and maintain testing processes - Create and execute test case(s) - Perform deficiency tracking - Facilitate triage meetings - Provide inter-operability testing - Identify, create and load test data - Execute system integration test
Technical /Copy Writer	Prepares all documents and textual content of Web pages as specified by client

Figure 4: Table format from Methodologie /Best Consulting Proposal



Deliverables:

Oma Unleashed uses a standard waterfall methodology where the deliverables for a phase drive are in the following phases.

A. Requirements Document

This document rigorously defines what the project's final product will be. This is the result of Oma Unleashed working together with our client to understand exactly what the Web site is to provide, how it is to look, and how it will carry **Kids.doc**, LLC processes and vision into the internet.

B. Functional Design

The functional design builds on the requirements document. It specifies, from a business function standpoint, exactly how the Site will be built to meet the client's requirements. This document focuses on the business process involved and on the workflow require to accomplish the site's goals.

C. Creative Design

While the Functional Design Team is doing the functional design, the Graphic Design team will be doing the Creative Design, which will focus on extending the newly created brand and key messages, site navigation and usability to the Web.

D. Technical Design

This document focuses on how the site will be built. Major sections of the this document will focus on interfacing to selected strategic systems, performance, extensibility and usability. It will also provide our recommendations about technology and third party products.

E. Test Design

This document is the key to a good Web site. It will contain a comprehensive test plan that will be used to validate that the product delivered to **Kids.doc**, LLC meets the specifications documented in the Requirements Document.

F. The Product

This deliverable consists of the server side code, content, Web pages (html, script, CSS), database schemas, and other components needed to implement and run the site. This will be delivered as an Installable product using an industry standard installation package, such as Installshield.

Plus the additional design of marketing materials discussed: an updated logo, branded advertising brochure, stationery package and marketing materials and newsletter format design per client's approval.

G. Documentation

The documentation of the site includes a user guide that will be delivered as HTML help files, a technical reference, and an installation guide.



Projected Costs

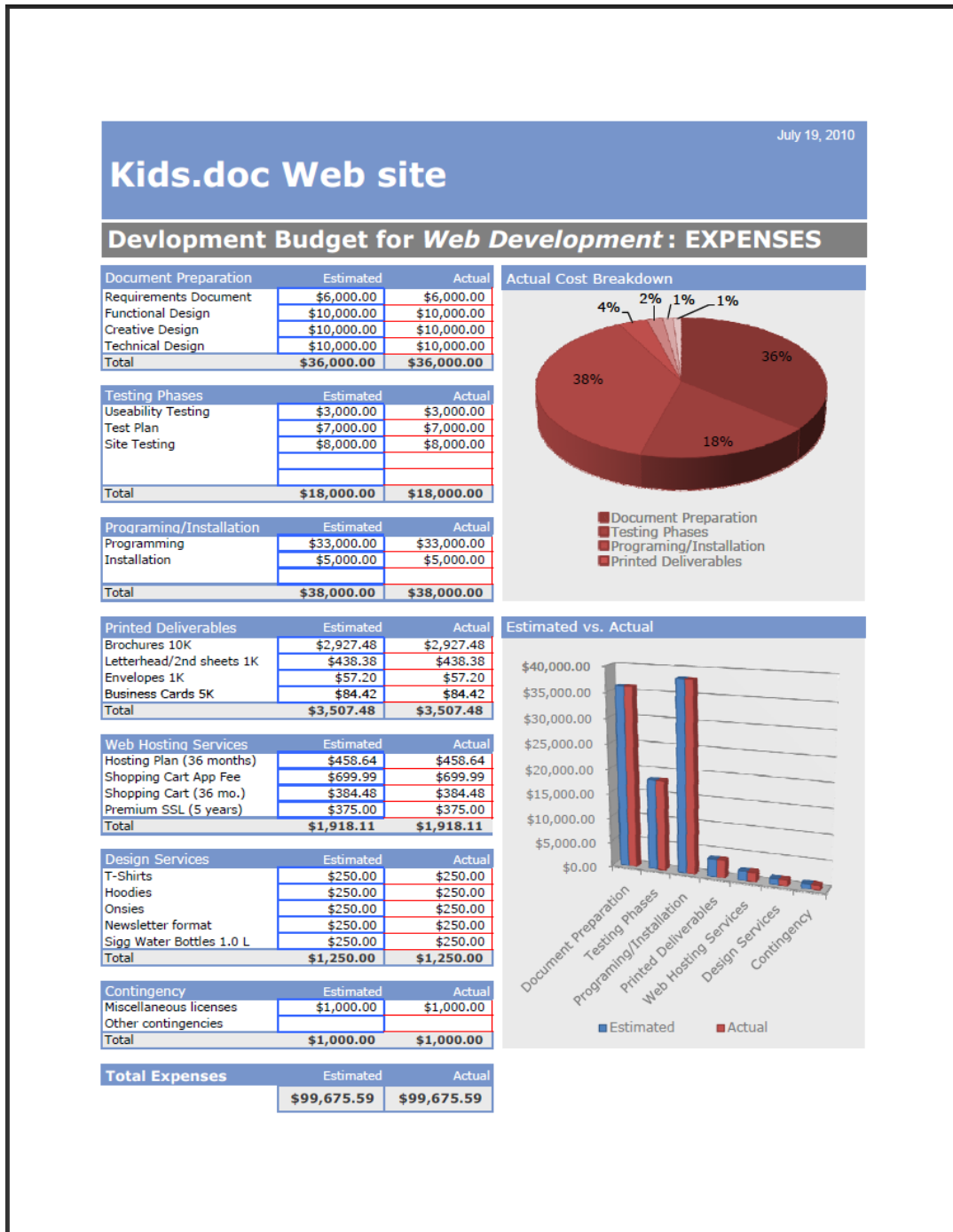


Figure 5: Excel Budget for Kidsdotdoc.com Web site Design dated 07/19/2010



Agreement for Production of Web Site and Branding Materials

For **Kids.doc**, LLC

DESCRIPTION OF PROJECT AND PROCESS

1. Oma Unleashed, referred to here as "Design Firm", will plan, design, and code a web site for the individual or corporation named above, referred to in this document as "Client", to the specifications in the attached SITE SPECIFICATION.
2. Oma Unleashed will also create branding materials to be used in a new advertising campaign defined as a new logo, an advertising brochure, stationery package and merchandising package to enhance and enforce the new brand.
3. The estimate included here covers that which is described in the SITE SPECIFICATION as well as the print and design components as defined. Additional work will result in additional charges. Additional work is defined as the addition of pages, graphics, or other significant features, any graphic, page design, or actual page requiring more than two rounds of revisions, revisions to text content provided ready for publication, changes to elements which have been finalized, or significant changes in plan, scope, or direction of project. In this case, Client will be provided with a written CHANGE ORDER including an estimate for the additional work.
4. The process for the creation of visuals, such as graphics and page designs, consists of Design Firm providing drafts and asking for feedback from Client; the feedback is then used to produce another draft. This estimate assumes that 2 rounds of this process for each design element will suffice.
5. Text content will be provided by Client as final drafts ready for publication and in digital form. Graphic content will be provided by Client in an orderly manner and clearly labeled as to desired use on site.
6. To maintain our portfolio credentials, and the integrity of any applicable copyrights, Design Firm shall be entitled to place an unobtrusive credit with a hypertext link ("Web Site Design by...") in the footer on each page of the web site. Design Firm is also entitled to reproduce samples of Client's web site in our portfolio and in any marketing materials.
7. Design Firm may use qualified subcontractors under our supervision for any or all work on this project.

ESTIMATE AND PAYMENT ARRANGEMENTS

8. Design Firm estimates that the cost for producing the site and additional design materials described in the attached SITE SPECIFICATION will be \$99,675.59.
9. Payment shall be made as follows:

A deposit of \$35,000.00, is due upon signing of this Agreement, before work begins;

A second payment of \$32,337.80 (adjusted for changes in estimate if necessary) is due when page templates (without added content) are complete and approved;



A final payment of \$32,337.80 (adjusted again for changes in estimate if necessary) is due upon completion of site as specified, before site is published on the Internet.

10. If the production process takes longer than 60 days, billing will switch to semi-monthly and will be based on hours expended, while still honoring this estimate, with invoices sent mid-month and at month's end.
11. In the event of the cancellation of this assignment, or any delay of more than 90 days, we will invoice you for the greater of either: (1) all work completed up to the date of notification, based upon the percentage of the project finished, including expenses; or (2) 20% of the agreed-upon estimate plus expenses, and this contract shall be considered fulfilled by Design Firm. All incomplete work will remain the property of Design Firm. All payments already made will first be applied to these charges.

OTHER LEGAL AGREEMENTS

12. Design Firm will maintain the confidentiality of Client's source materials, technical and marketing plans and all other sensitive information.
13. Design Firm and Client agree that any dispute arising out of this Agreement shall first be resolved by mediation, if possible. This contract was entered into in Churchill County, Nevada, and any necessary arbitration or litigation will take place in this county.
14. Upon full payment of all invoices due, copyright to page designs produced by Design Firm for Client shall belong to Client. Secondary materials created by Design Firm during production, including drafts, plans, graphic source files, and templates, remain the sole property of Design Firm unless other arrangements are made.
15. Client is solely responsible for the editorial content of the material included on its website. Accordingly, Client agrees that it will defend and indemnify (hold harmless) Design Firm from any suit, demand, or claim resulting from the editorial content of the website.
16. Client represents to Design Firm and unconditionally guarantees that any elements of text, graphics, photos, designs, trademarks, or other artwork furnished to Design Firm for inclusion in Client's web site are owned by Client, or that Client has permission from the rightful owner to use each of these elements, and will hold harmless, protect and defend Design Firm and its subcontractors from any claim or suit arising from the use of such elements furnished by the Client.
17. Design Firm will set up web hosting for Client with a professional hosting company known to be reliable. However, Design Firm makes no guarantees as to minimum "uptime", nor shall Design Firm be held responsible for any direct, indirect, special or consequential damages resulting from possible lapses in hosting services. Such possible damages include any lost profits or business interruption or loss of digital data.
18. Design Firm will not be liable to Client or to any third party for any damages arising from the use of web site.
19. If any provision of this agreement shall be unlawful, void, or for any reason unenforceable, then that provision shall be deemed severable from this agreement



and shall not affect the validity and enforceability of any remaining provisions.

20. To be valid, this Agreement must be signed within 30 days of July 19, 2010, and be accompanied by a deposit check of the amount specified above.
21. To be valid, this Agreement must have an attached SITE SPECIFICATION document, signed and dated by Design Firm and Client.
22. This Agreement may have attachments consisting of one or more initialed and dated CHANGE ORDERS, whose terms shall become part of this contract.

Our signatures below indicate our agreement with the terms of this contract.

Robert K. Brown, President

July 19, 2010

Date

Sherry L. Hansberry-Brown, Designer/Owner

July 19, 2010

Date



Site Specification (Attachment to Agreement)

The following describes the planned web site for the purposes of the estimate included in the attached contract. Specifications in subsequent CHANGE ORDERS shall supersede these.

1. Total Number Of Pages: 6
2. Total Number Of Graphic Images
 - a. To be determined.
 - b. Some content to be provided by client.
 - c. Other content to be designed by Oma Unleashed and approved by client.
3. List Of Planned Pages
 - a. Home Page
 - b. Immunizations & Health page
 - c. Family Calendar page
 - d. Electronic Baby Book page
 - e. Electronic Family Tree page
 - f. Child Safety Information and Recommendations page
4. Details On Text Content To Be Included
 - a. Text content will be delivered by the client for insertion onto specific pages.
 - b. Text will be formatted based on ease of readability and legibility using W3W standards.
5. Details On Graphic Elements To Be Included
 - a. A cartoon concept will be used for most graphics.
 - b. There will be streaming video areas where general information will be recorded.
 - c. Flash elements will be employed to create an interactive feel to the site.
 - d. Additional, as yet unnamed elements may be inserted, as this site is content driven.
6. Site Structure/Navigation
 - a. The site structure will be based on CSS (Cascading Style Sheets) technology.
 - b. Navigation will rely on Spry widgets for drop down menu sets.
 - c. W3W standards for accessibility and navigation will be adhered to.
7. Design/Layout/Color Concepts
 - a. The design concept plan is for a clean, bright well laid out site with both horizontal and vertical navigation bars, employing drop down menus.
 - b. Advertising links will be kept to a minimum and used on the links pages that specify that there will be advertising banners and links available.
 - c. Colors will be bright and cheerful employing a primary color scheme on the children's pages and toned down on the adult pages.
8. Interactive Forms
 - a. For each individual primary page there will be interactive forms that will collect data input and securely store it in the SQL Server database backend.



- b. Some forms will require a unique password within the data structure in order to maintain health, immunization and dental records. This will be to ensure site visitors of the security of their private data.
- 9. Other Special Features/Functions
 - a. Links to other social media sites.
 - b. Offers from advertisers based on age specific campaigns.
 - c. Once the site is completed it will be localized into different languages and cultural environments.
- 10. Databases/Data-Driven Applications
 - a. The database backend will be developed in SQL Server.
 - b. This site will operate as an ASP Model (Active Server Page).
- 11. Search Engine Positioning Measures
 - a. We will use the most recent SEO (Search Engine Optimization) techniques and conform to W3W standards.
 - b. We will make certain that keywords, meta tags and canonicalization issues are optimized. So that even though there will be Flash used in the site the text will prevalent so it can be found easily.
- 12. Other Requirements
 - a. Prior to presenting any design work the Functional Documents will be completed.
 - b. This will outline all specifications in complete detail and create the road map. necessary to complete the project on time and on budget.

Our signatures below indicate our agreement with the terms of the SITE SPECIFICATION.

Robert K. Brown, President

July 19, 2010

Date

Sherry L. Hansberry-Brown, Designer/Owner

July 19, 2010

Date



Part II

Design Research & Development

Kids.doc , LLC



Design Style:

Greeting Card Style

In reviewing website after website, looking at art styles and movements, I kept coming back to art created in a child-like manner. It may not be an art style but it is really appropriate for the **Kids.doc** design project. I do believe I've found the proper niche – decorative art style. It doesn't fit into fine art and is a mixture of any and every potential style imagined. And, the only way I seem to be able to explain this is with the use of the word 'Eclectic'; which essentially, by definition, is just about anything and everything from different styles and periods. Of course, it makes this difficult to properly define, until one starts seeing specific examples.

However, looking at my choices again I also realized that the design style chosen is really more the Greeting Card style. Not the greeting cards of the past as in Victorian and Retro, but the hip fun look as is evidenced by artists like Teresa Walsh, Mary Engelbreit, Debbie Mumm and Susan Branch. They are done in a watercolor, colored pencil and acrylic style which is soft, fluid and colorful. These artists are not only very successful with their individual brands, but their products invoke a warm fuzzy feeling. The **Kids.doc** project is designed to appeal to children, their parents, grandparents and even great-grandparents! Our discussions have focused on a style that will resonate with all members of a family. Therefore, bright warm colors that denote happiness, energy, fun and home should be incorporated into the overall design. The style should reflect children, families of all types with simple colorful illustrations. Fine art need not apply! Simplistic backgrounds and lots of fun activities that include all family members and their pets should be depicted.

The target market is parents, grandparents and great-grandparents; so the age range will be from late teens to late eighties! However, the universal appeal of bright happy children, engaged in family activity and play will bridge that age gap; especially with a greeting card design format applied.

The images will be stylized and representational illustrations that will fit perfectly within the campaign to promote the products and services from the **Kids.doc** website. The design and the emotion of the brand will be full of whimsy, wonder and joy. Products and services purchased through the **Kids.doc** website will invoke those feelings. The focus will be to create positive emotions to connect to the brand.

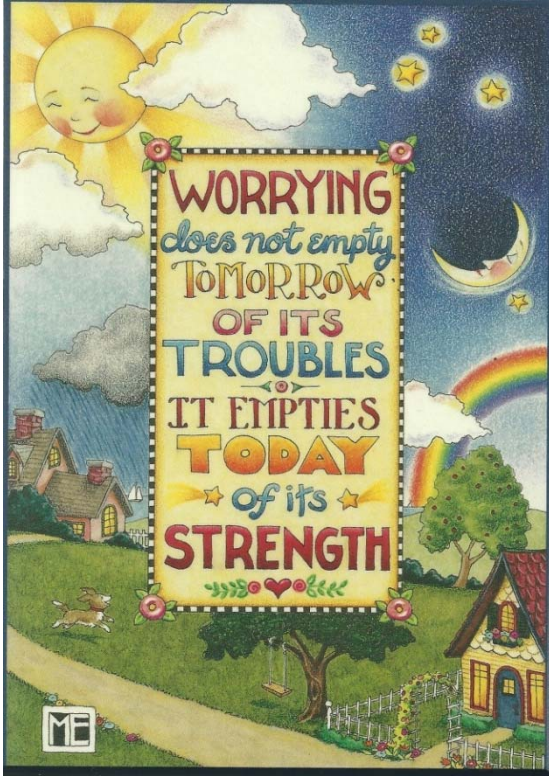


Figure 6 - Mary Engelbreit greeting card plaque

Category: **Greeting Card Plaque**

Artist: **Mary Engelbreit**

Publisher: **Colorplak Corporation**

Year of Work: **Unknown**

Media: **Watercolor / Colored Pencil**
(?)

Size: **14.50cm x 20.5 cm**

Source: **Sherry Hansberry-Brown's**
private collection of decorative art,
purchased from Volcano Graphics
2003



Figure 7 - Susan Stewart Branch 2011 calendar

Category: **Calendar Art**

Artist: **Susan Branch**

Publisher: **Heart of the Home Store**

Year of Work: **2010**

Media: **Watercolor**

Size: **7 in x 7 in**

Source:
http://www.susanbranch.com/stores/showdetl.cfm?&DID=50&Product_ID=1789&CATID=1



Figure 8 - Teresa Walsh children's poster

Category: **Poster**

Artist: **Teresa Walsh**

Publisher: **Walsh Design**

Year of Work: **2006**

Media: **Watercolor / Pen & Ink (?)**

Size: **23 in x 35 in**

Source:

<http://www.teresawalsh.com/portfolio/v/posters2/PosterPeaceWorld.jpg.html>



Figure 9 - Debbie Mumm e-Greeting Card

Category: **e-Greeting Card**

Artist: **Debbie Mumm**

Publisher: **Debbie Mumm®**

Year of Work: **Unknown**

Media: **Watercolor / Pen & Ink (?)**

Size: **23 in x 35 in**

Source:

<http://www.teresawalsh.com/portfolio/v/posters2/PosterPeaceWorld.jpg.html>



Figure 10 - Sherry Hansberry-Brown greeting card

Category: **Greeting Card**

Artist: **Sherry Hansberry-Brown**

Publisher: **Oma-on-the-Go**

Year of Work: **2002**

Media: **Watercolor / Gouache**

Size: **5 in x 7 in**

Source: **Artist's Private Collection**

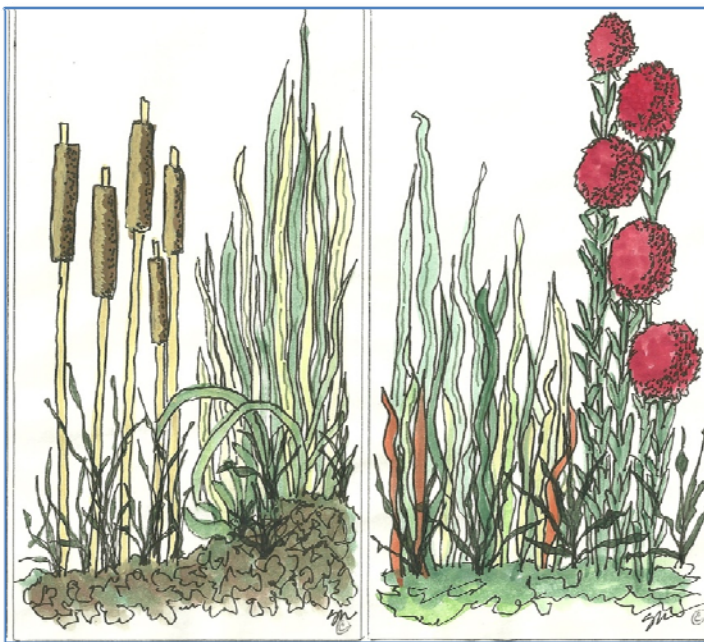


Figure 11 - Sherry Hansberry-Brown checkmark

Category: **Checkmark Art**

Artist: **Sherry Hansberry-Brown**

Publisher: **Oma-on-the-Go**

Year of Work: **2003**

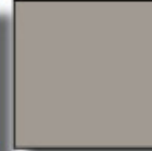
Media: **Watercolor / Pen & Ink**

Size: **11 in x 8.5 in**

Source: **Artist's Private Collection**



Color Palette:

						
Blue	Red	Yellow	Green	Purple	Orange	Grey
C = 88	C = 0	C = 6	C = 78	C = 65	C = 0	C = 39
M = 77	M = 99	M = 0	M = 0	M = 88	M = 76	M = 35
Y = 0	Y = 100	Y = 97	Y = 100	Y = 0	Y = 57	Y = 40
K = 0	K = 0	K = 0	K = 0	K = 0	K = 0	K = 1

Typefaces:

Kristen ITC

Palatino Linotype

Trebuchet MS

Slogans & Taglines:

We build memories, one moment at a time!

Today's Moments – Tomorrow's Memories



Concept #1:



Figure 12 – Taking height measurements concept



Figure 13 - Your family tree grows concept



Figure 14 – Building blocks to car keys concept

The concept here is to associate the **Kids.doc** brand with growth. Growth of the individual child, the family and a representation of childhood to at least teenage years!

This web site is programmed to grow and expand as time goes on. As data, photos, artwork and history is added **Kids.doc** will grow and enrich a family's experience by growing with them.



Concept #2:



Figure 15 - Infant scrapbook concept



Figure 16 - Teddy Bear graduation concept



Figure 17 - Wedding memories concept

The concept here is to reinforce the idea that moments in time made today are the basis for tomorrow's memories.

That a child as they grow creates important moments for big occasions and little ones.

This concept is to show that **Kids.doc** is the way to preserve those moments in time for total recall tomorrow.



Concept #3:



Figure 18 - Three generations memories concept

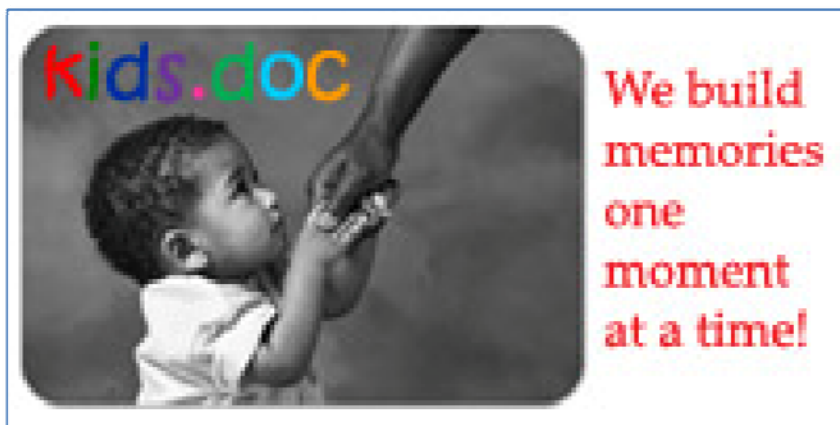


Figure 19 - Toddler moment concept

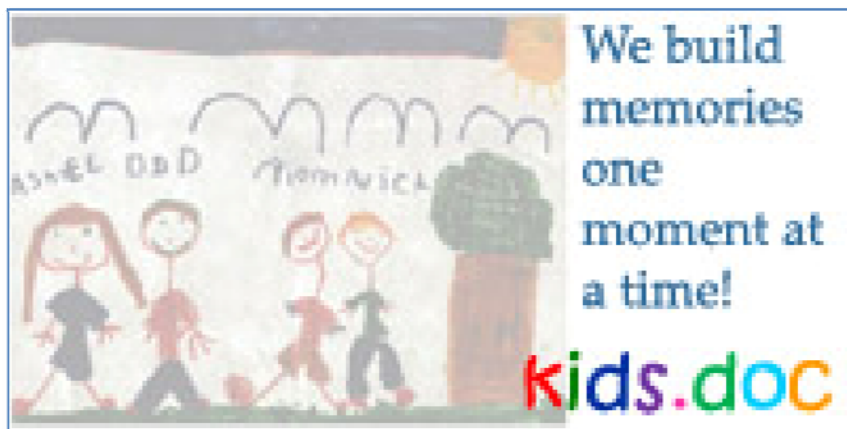


Figure 20 - Child's refrigerator artwork concept

The concept here is to show that memories are built from little moments not always significant occasions. Keeping a picture and placing it in **Kids.doc** creates a memory.

Holding your toddler's hand when Mom clicks a Kodak Moment! The piece of artwork that hangs on the refrigerator door creates a memory.

Each of these ideas show that **Kids.doc** is a repository for the littlest moments that make up our most precious moments.



Part III

Project Design Deliverables

Kids.doc , LLC



Deliverable #1 – Logo Design:

Logo #1



Depending upon the application of the logo we have agreed upon several different configurations.

Logo #2



Logo #1 has the type logo and graphic side by side.

Logo #2 has the type logo and graphic in a vertical position and to be used when space is at a premium.

Corporate Logo is to be used when referring to the company as shown on envelopes and other stationery products.

Corporate Typelogo





Deliverable #2 – Stationery Package Design:



Stationery Package Specifications:

- The Kids.doc letterhead is American standard size at 8 ½ X 11 inches
 - Paper quality: Southworth Fine Business Paper, 50% cotton, 20 lb
 - 98 Brightness rating
- The front and the back of the #9 size envelopes are printed (9½ X 4½ inches)
 - Paper quality: Southworth Fine Business Paper, 50% cotton, 20 lb
 - 98 Brightness rating
- The front and the back of the business card are printed
 - Wausau Paper Card Stock, 110 lb
 - 98 Brightness rating



Stationery Package Specifications (continued):

- The Kids.doc presentation cover is 9 X 12 inches
 - o Wausau Paper Card Stock, 110 lb
 - o 98 Brightness rating
- The CD-ROM label is imprinted directly to the disc





Deliverable #3 –Marketing Materials Design:

Garments:



Kids.doc Garment Specifications:

- The men's T-shirts are available in white, orange, yellow, green and grey, sizes small to XXXL; made in the USA of 100% cotton knit
- The women's T-shirts are available in white, mint, pink, yellow and grey, sizes small to XXXL; made in the USA of 100% cotton knit
- The Baby Onesies are available in mint, pink, yellow, blue and white, sizes 6 months to 2T; made in the USA of 100% cotton knit



Diaper Bags:



Kids.doc Diaper Bag Specifications:

- The canvas bag has a shoulder strap and trim of heavy twill material and a flexible pvc clasp, it is available in yellow, pink, blue, mint, white and grey
- The zippered fabric bag can be personalized with your child's picture on a white background, it is only available in black



Water Bottle – Sigg™



Kids.doc Sigg™ Water Bottle Specifications:

- These safe and durable aluminum bottles are great for the gym, kid's lunch bags and more. With 100% satisfaction guaranteed
- They are available in small .6 liter and large 1 liter sizes

Currently, the marketing materials design consists of Onesies, a one piece garment for infants; diaper bags; 2 versions of T-Shirts and a Sigg™ water bottle.

Once the web application is fully functional as an e-commerce site; more articles of clothing, like sweatshirts, hoodies, along with personalized mugs, key chains and other items will be made available to Kids.doc customers.



Deliverable #4 –Advertising Brochure:

The handout brochure is credit card size, which makes it a bit unusual thereby creating a novelty factor. Research has shown that z-cards are held onto for over 30 days by 59% of the recipients.

The z-card consists of 3 pieces, 2 cardboard (front and back covers) and the folded 4 color 2 sided advertising copy. The fold and cover configuration are detailed in the following graphic figure.

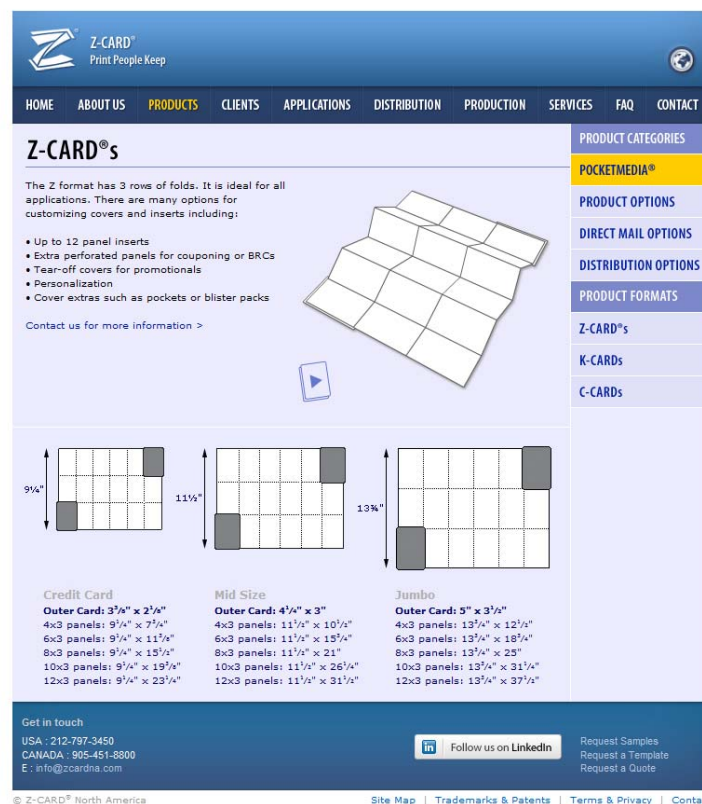
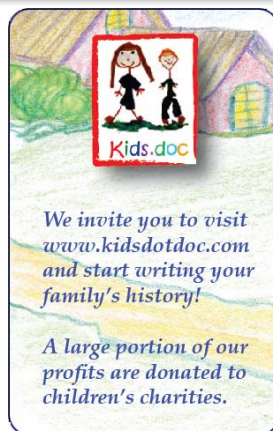
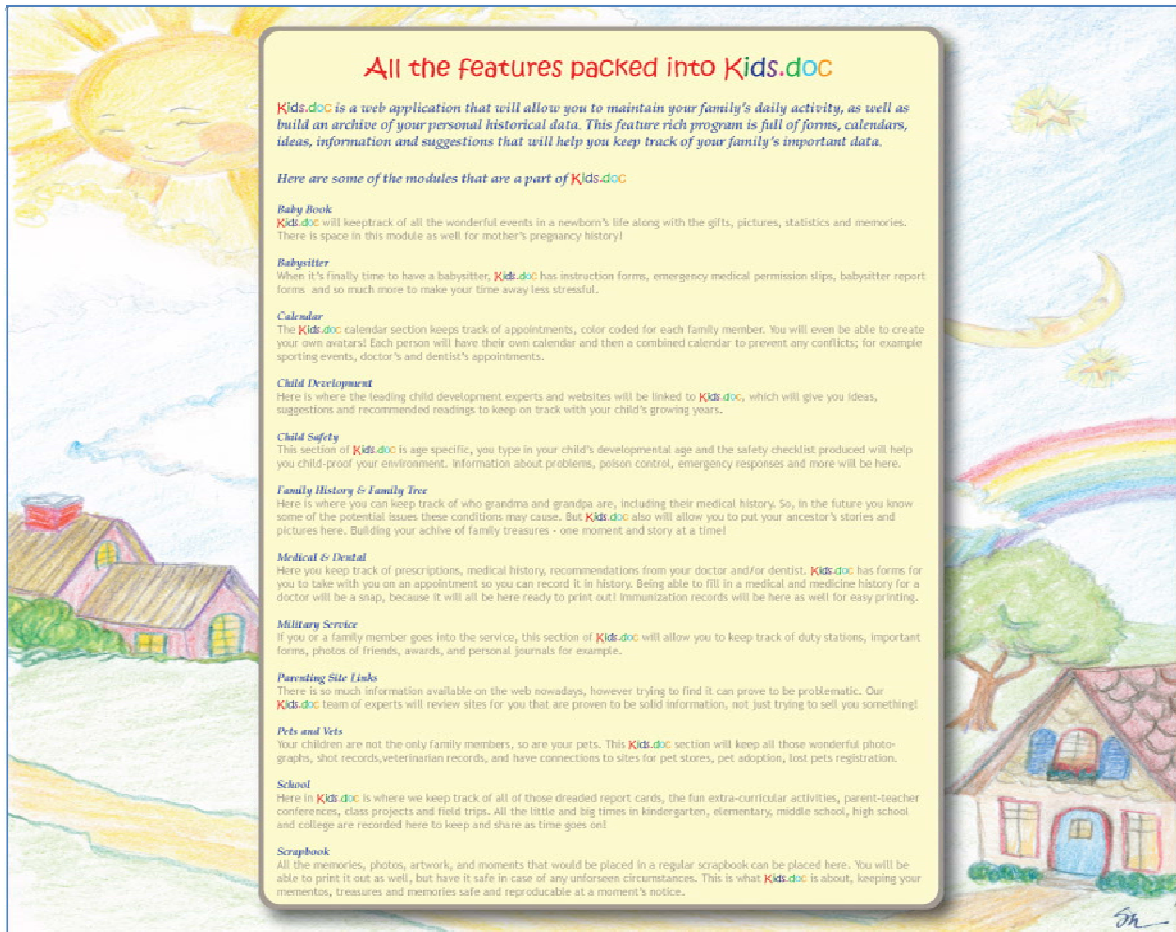


Figure 21 - Z-card layout and sizes

The choice made is the Credit Card 6 x 3 panels as an advertising piece for Kids.doc.

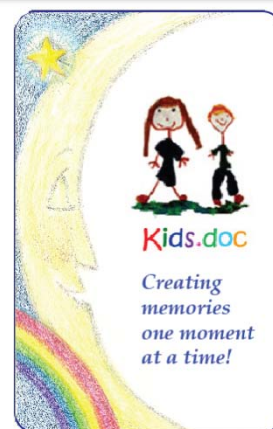


Cover Side – Z-card Brochure Design



Back cover

Page 1



Front cover



Second Side – Z-card Brochure Design

We build memories one moment at a time!

"These days, our parents may live a thousand miles away and our brothers, sisters, aunts, and cousins may be scattered all over the country. Sure, we'll call to catch up every once in a while, email when we get a chance, or send the obligatory holiday cards. But the sad truth is that many families find it difficult to share the details of their lives. Yet it is through sharing of our lives that we build the bonds of family. By sharing our day-to-day activities, our aspirations and struggles, our family stories, we develop intimacy with each other, give others insight into our lives and gain insight into theirs.

With today's technological advances and just a little effort, you could be in constant touch with your relatives sharing memories and creating new ones to last a lifetime."

Quote from "Memories of a Lifetime – How to collect and share your personal and family experiences published by Lifetime Press (Lifetime-Television, 2003)

The story behind Kids.doc

A Dream Comes to Reality

Our family had a dream of creating an electronic Baby Book when our Nicky was born. As we talked about what content should be included in the application, it became very clear there was a need for so much more than the original inspiration. As we worked on Kids.doc and as the years have gone by, technology and social media have finally caught up with our vision!

Finding the Right Balance

There is so much we want to share about our families, but there is also much that we need to keep private. Our goal is to reach the optimal balance between our pride and the need for privacy. Being able to invite family and friends into a shared experience is the goal of Kids.doc. However, keeping health information, immunization records, certain family histories along with other private data that shouldn't be shared with the world is critical.

The Design Process

When we designed Kids.doc we determined there should be family accessible pages and password protected areas. This gives you the option of determining what information you wish to share and what you want to maintain as private.

Kids.doc Grows as Your Family Does

One feature of the Kids.doc web application we want to stress, is the idea that as your family grows so does your family historical archive. From the time your child is born to his wedding, you will be able to record the small as well as significant events of his life. But it doesn't stop there. We have a utility that will copy all of the core family data and then just his entries; in order to create his new family record! By the time your son is a grandfather there will be four generations of family moments being shared with your descendants!

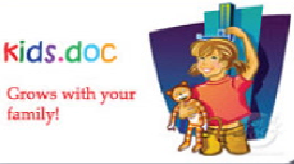
Who Are We?

We are an ordinary working class family living and employed all over the globe; Nevada, Washington, Maine, Wisconsin, Texas, England and Afghanistan!

Mrs. Brown, founder of the firm was driving from Seattle, WA to Portland, OR in May 1996. It was late at night while driving on I-5 when she wondered if her new grandson had a baby book yet for his parents to keep their memories and mementos fresh in their minds. So you might say Nicky is the inspiration. Then when Ashlee was 5 3/4 years old she sent a drawing to her Oma and our logo is from that drawing. All of our family members have contributed and been actively involved in creating Kids.doc.

This is one way we share every day moments with each other. We invite you to do the same!

Visit www.kidsdotdoc.com to learn more about creating your personal family archive.
A new social media network that allows sharing when you want and privacy where necessary

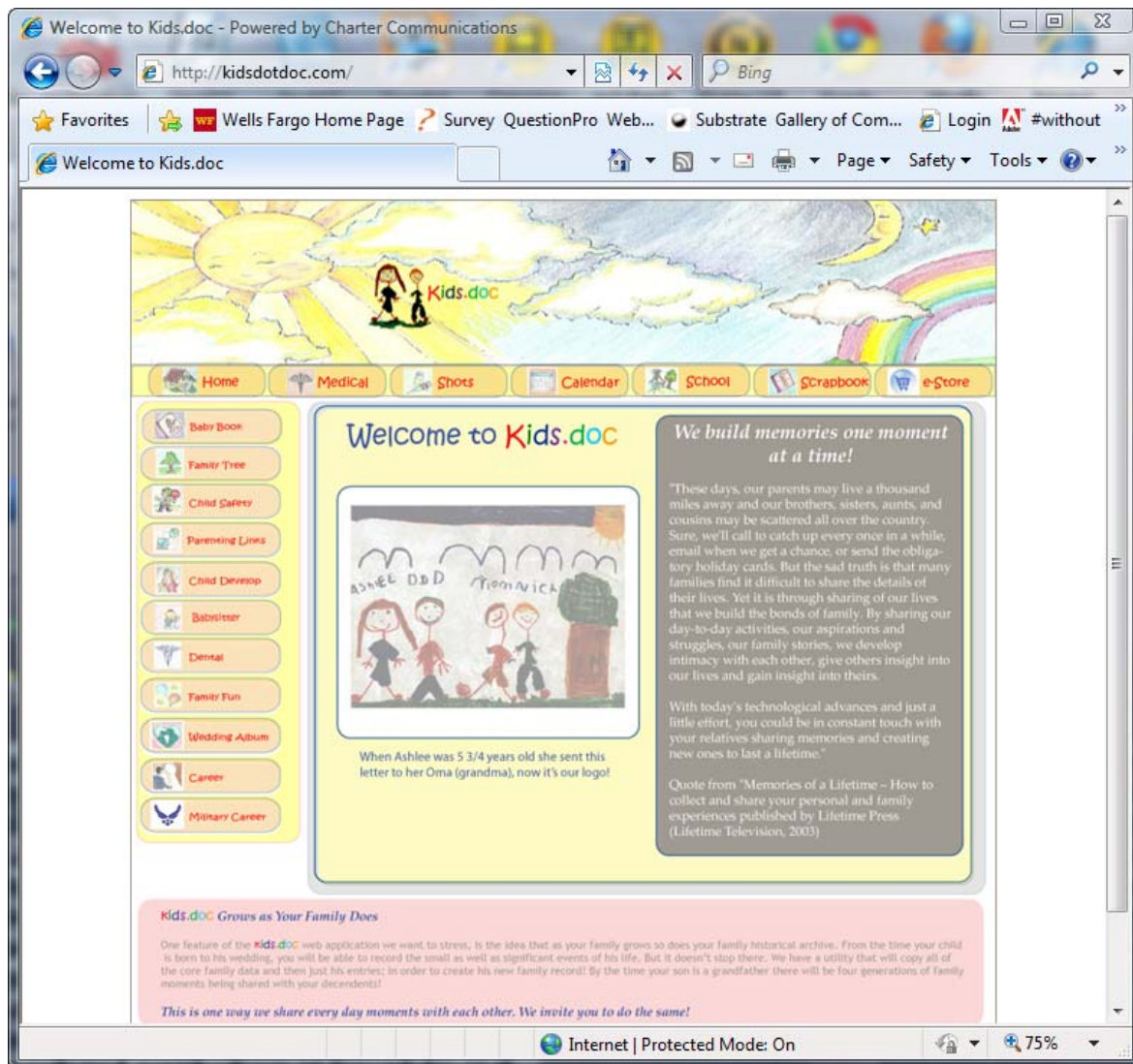


From birth to senior moments, www.kidsdotdoc.com will record those precious memories and keep them safe for your family.



Deliverable #5 –Web Site:

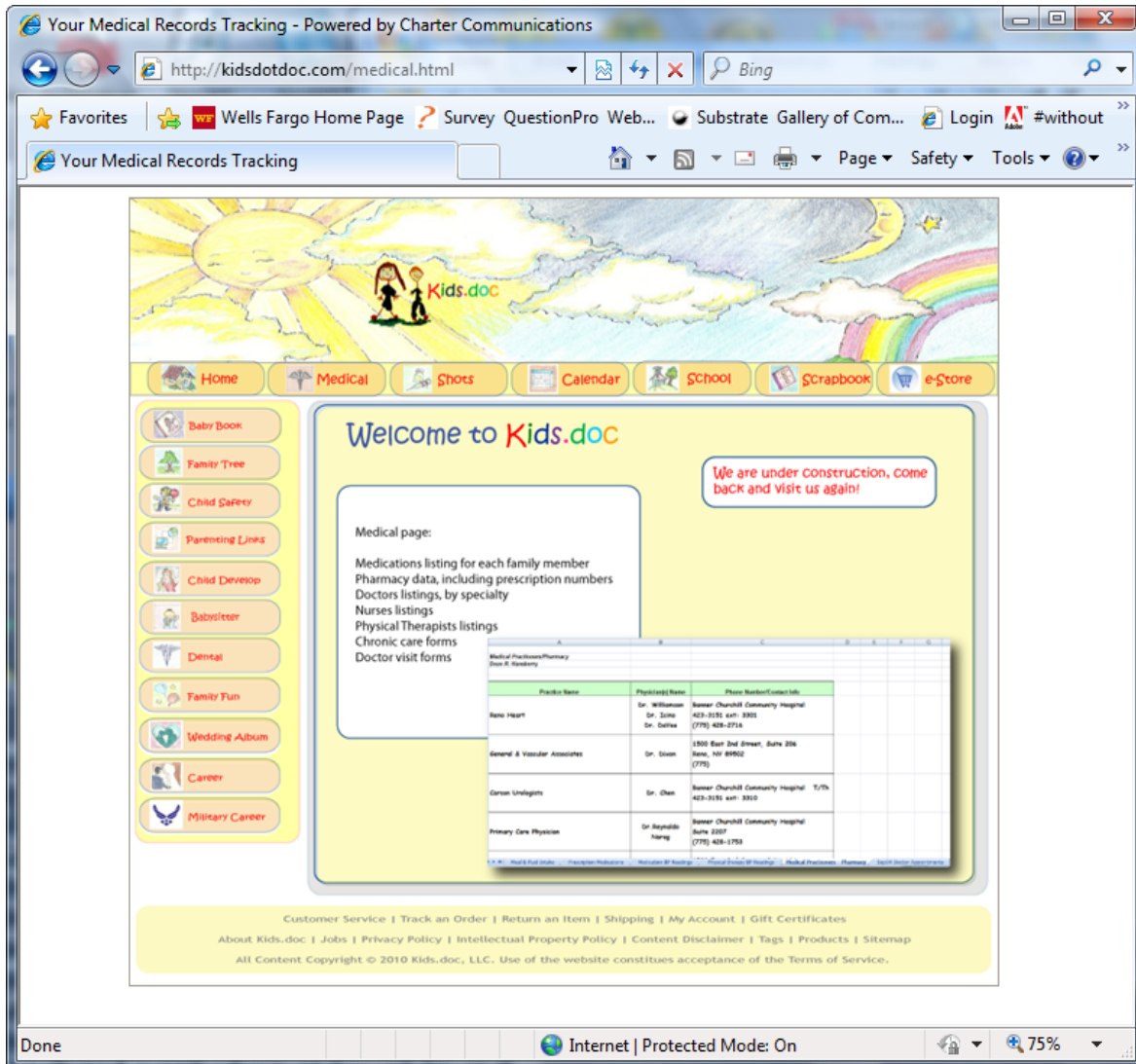
Home Page: <http://kidsdotdoc.com/index.html>



There will be a login page prior to this one for members to login or to sign up to become members, that protection will be implemented shortly.



Medical Information Page



The medical information page is one of the primary pages reached from the navigation bar. It is currently under construction as connection to the SQL database is required for this section of the web application.

The links on the left navigation bar are from the home page, as further development is completed, page specific links and additional pages will be built. Currently none of those pages have been built therefore the links are not operational.



Immunizations Page

Immunizations Page - Powered by Charter Communications

http://kidsdotdoc.com/immunization.html

Immunizations Page

Robert Samuel Dean Bowman

VACCINE HISTORY

	Dose	Date	Type	Location
DIPHTHERIA/TETANUS CONTAINING VACCINES: DPT / DT / DTap / Td	1			
	2			
	3			
	4			
	5			
	6			
POLIO: ORAL (OPV) or INJECTABLE (IPV)	1			
	2			
	3			
	4			
	5			
MMR (Measles, Mumps, Rubella combined)	1			
	2			
Or				
MEASLES (Single Dose)				
RUBELLA (Single Dose)				
MUMPS (Single Dose)				
VARICELLA (CHICKEN POX) Recommended not required	1			
	2			
Hib - If under 5 years old	1			
	2			
	3			
	4			
HEPATITIS B (HEP B) Recommended not required	1			
	2			
	3			

WHO Record
Shot Schedule
Reaction Record
State Links
School Required
Page Link
Page Link
Page Link
Page Link
Page Link

Customer Service | Track an Order | Return an Item | Shipping | My Account | Gift Certificates

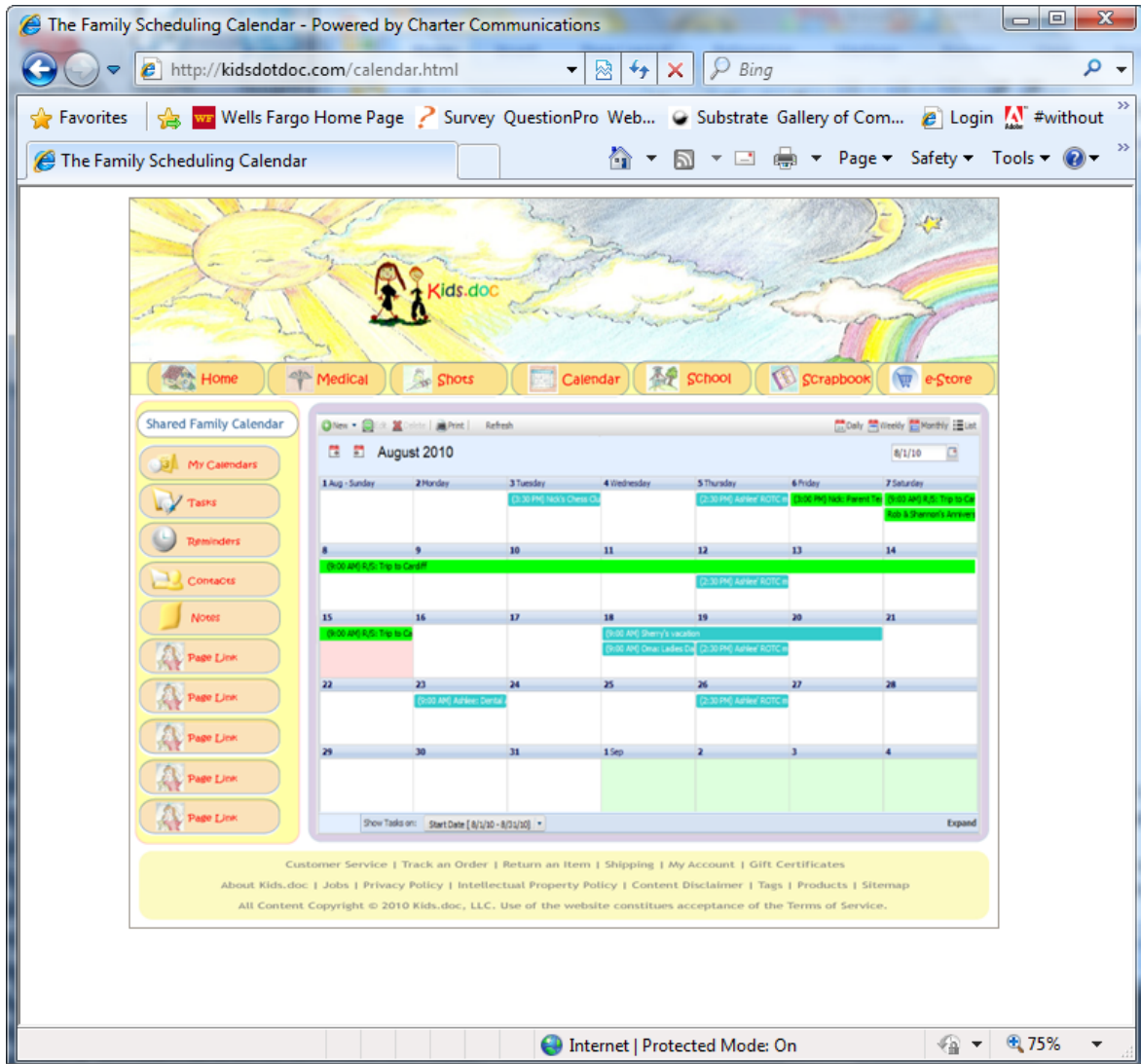
Internet | Protected Mode: On 75%

Each child's record will be reproducible, in several formats. If the family has a World Health Organization Immunization Record, it can be scanned and saved, in case it is lost.

There are links to the different state health departments as well as local school districts outlining the requirements for that state and district. There is a link to the recommendations page that will outline the required and suggested immunizations based on age. Currently none of those pages have been built therefore the links are not operational.



Family Calendar Page



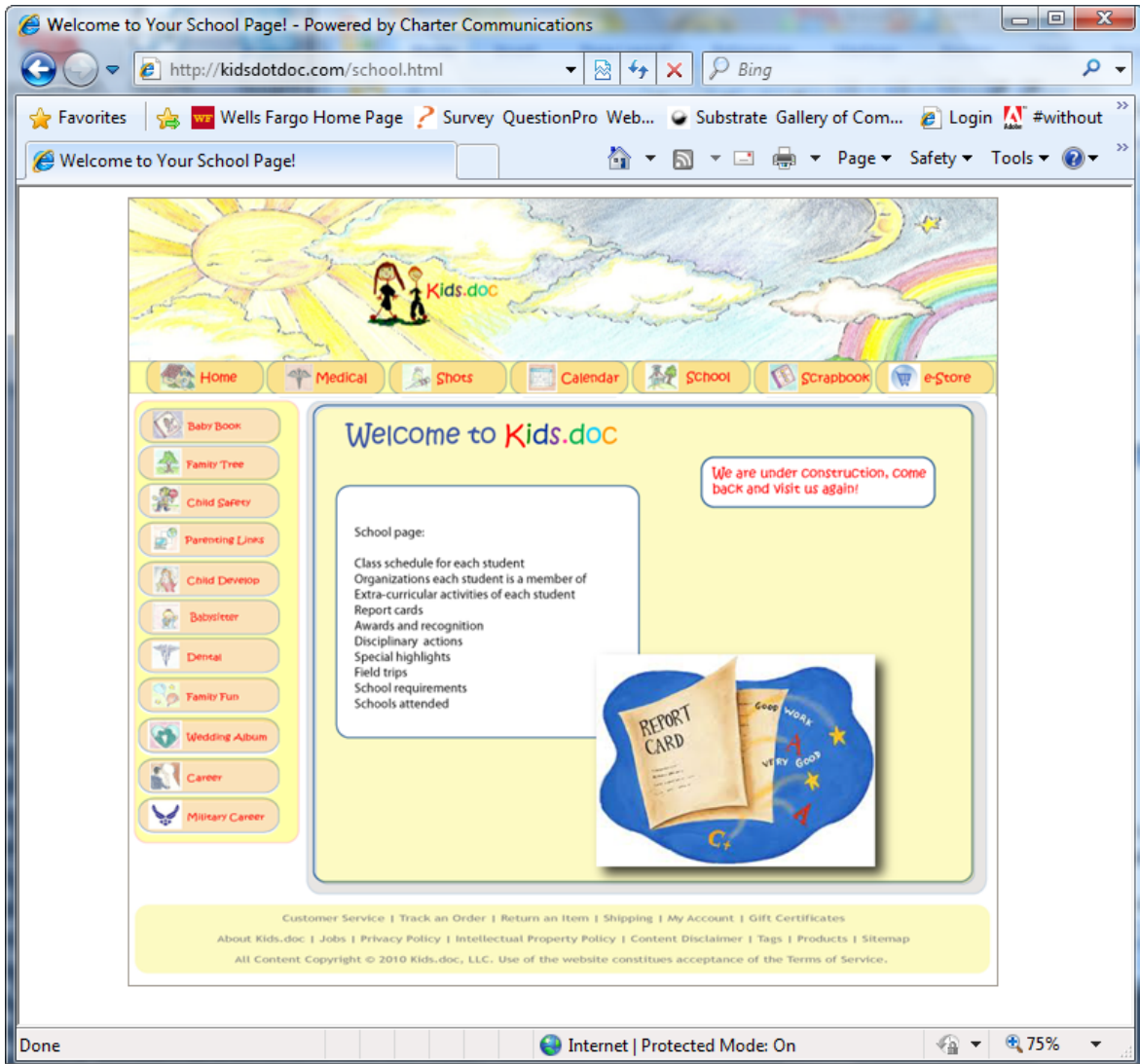
The current view is the shared family calendar. When a family member wishes to enter a appointment or event for their specific schedule, they will be able to either double click on the date and chose their calendar from a drop down list. Or, they can click on My Calendars and choose their calendar only to display to the screen and enter a new event.

This page also has links to allow family members to keep track of their tasks, like taking out the garbage, mowing the lawn, cleaning up their room or things like dusting the living room! There are reminders as well as notes and this calendar will link to their personal computers Outlook to synchronize.

Currently none of those pages have been built therefore the links are not operational.



School Page

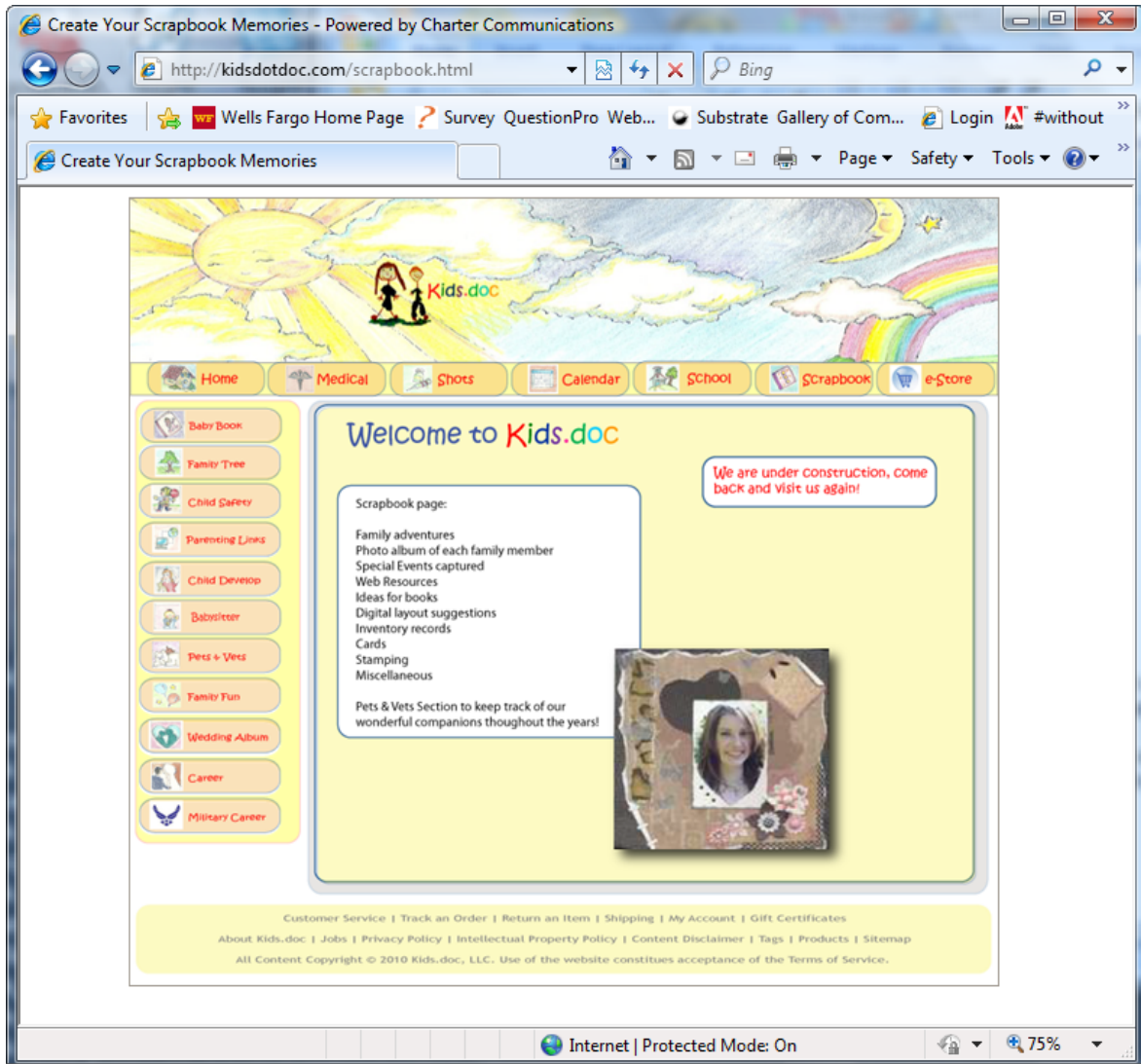


This page will track all of the family member's school activity from kindergarten to graduate school.

The links on the left navigation bar are from the home page, as further development is completed, page specific links and additional pages will be built. Currently none of those pages have been built, therefore the links are not operational.



Scrapbook Page



This page will provide a space to create both digital and physical scrapbooking opportunities, based on family member, activity, theme, etc. This is also the area where we will keep track of the family pets and manage their health.

The links on the left navigation bar are from the home page, as further development is completed, page specific links and additional pages will be built. Currently none of those pages have been built, therefore the links are not operational.



e-Store Page



This page will allow subscription members to contact the consumer support center, make recommendations for program enhancements, ask for technical support and shop online. This page is under construction.

The links on the left navigation bar are from the home page, as further development is completed, page specific links and additional pages will be built. Currently none of those pages have been built, therefore the links are not operational.



Baby Book Page

The Baby Book - Powered by Charter Communications

http://kidsdotdoc.com/babybook.html

Bing

Wells Fargo Home Page Survey QuestionPro Web... Substrate Gallery of Com... Login #without

The Baby Book

Home Medical Shots Calendar School Scrapbook e-Store

Robert Samuel Dean Bowman

Announcement

Growth Record

Visitors Book

Gifts + Things

Important Firsts

Setup New Child

Page Link

Page Link

Page Link

Page Link

How cute I looked when I first arrived

Adorable, bright eyed, and curious!

Hello World, here I am

parents Everett & Sherry Bowman

doctor Dr. Carl F. Critchfield, Cpt, MC

hospital US Army Tripler Hospital

first home 2457-E Cochran St., Kaneohe

my birth announcement

date: June 24, 1970

time: 5:48 PM

place: Tripler Army Hospital

my hair at birth at one year

my eyes Greyish blue Blue

complexion Very fair Tanned/fair

expression Lovable Sweet & loving

Customer Service | Track an Order | Return an Item | Shipping | My Account | Gift Certificates

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All Content Copyright © 2010 Kids.doc, LLC. Use of the website constitutes acceptance of the Terms of Service.

Internet | Protected Mode: On

75%

Each child will have their own section defined by the name of the child just below the home button. All data entered into these pages will be for that specific child.

This page will also have links to allow parents to keep track of growth record, the list of important firsts, the birth announcements, creating a new child record.

Currently none of those pages have been built therefore the links are not operational.



Family Tree Page



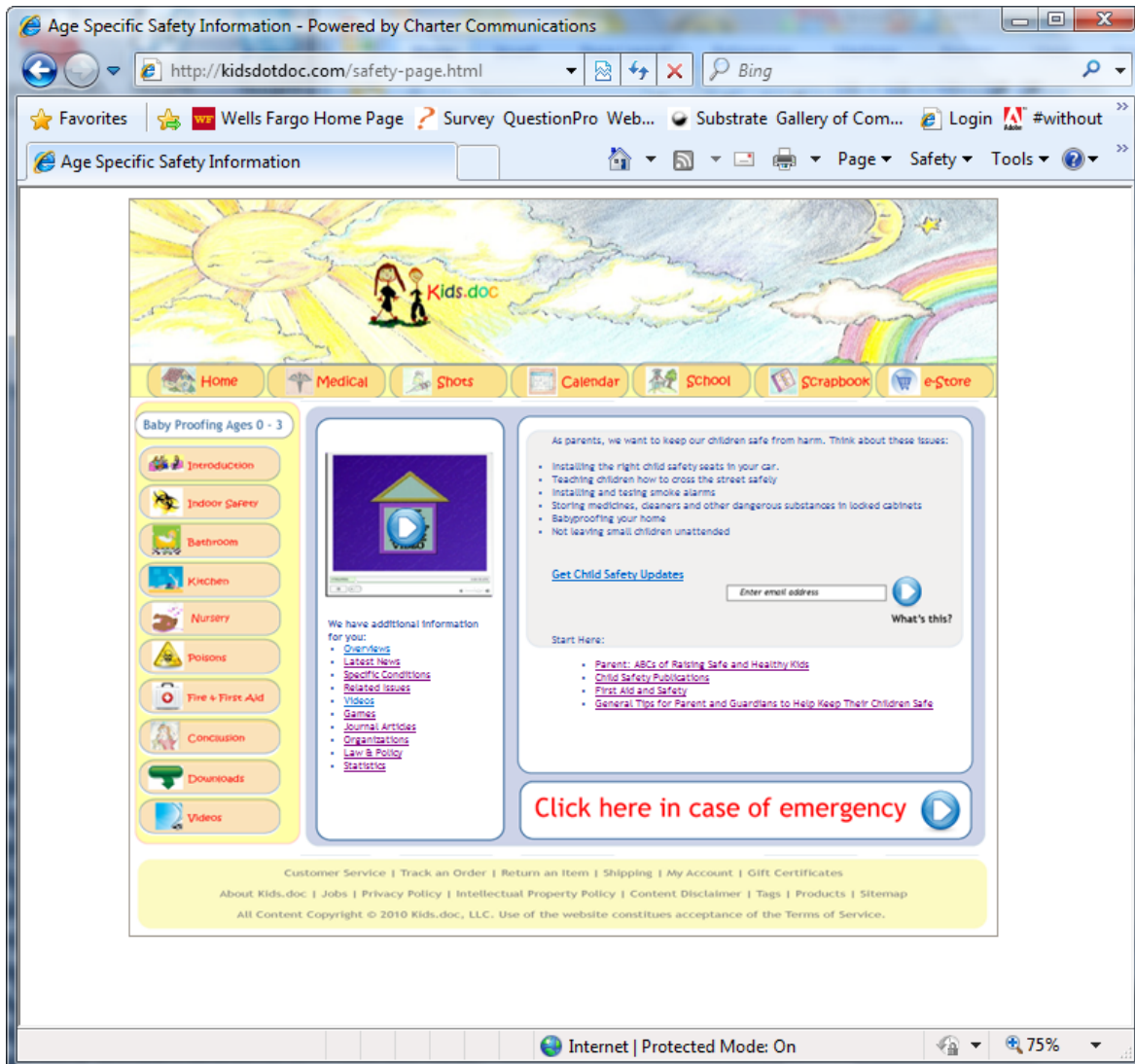
Each child will have their own page, since parents can change, adoptions occur and a myriad of other family circumstances will be allowed.

There is an operational link to Ancestry.com, since the goal of this application is to provide history, but not for the research and resources available from that site.

The family stories link has an example of what can be done with anecdotes and add pictures. The family tree is operational on the mother's side and I recommend you mouse over and take a look, the old pictures are amazing! Don't look too closely at the mother – she was 8 months pregnant with Robby and the hairstyle is so retro!



Child Safety Page



This page is focused on providing information from reliable sources, from being able to download forms, videos, flash files and other relevant child safety content.

If an emergency occurs there is information that will help the parent assess the situation and respond accordingly. The majority of the content will be from well known and trusted sites, i.e. U.S. National Institute of Health, American Medical Association, American Academy of Pediatrics, Consumer Product Safety Commission, National Center for Missing and Exploited Children.

The hyperlinks on the page are operational but the left navigation bar is still under construction.



Part IV

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Kids.doc , LLC



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