

THE END IS NIGH

PROPOSAL

GOAL

To provide additional information for viewers to learn more about the Gut-Brain Connection that was not provided in the collateral material. Because the topic is new and being researched, the website will also provide a way to have viewers subscribe to learn more about the topic as new research arrives.

DESCRIPTION

Build a website that the social media campaign, brochure, and Gut Buddy cards will direct user traffic towards. The website will appeal to the target audience of young parents and children, while also providing introductory information to the issue. There will be an animation featured on the website that has animations to show the issues in motion with Gut Buddy figures.

At the end of the website, there will be a survey for users to contribute to the Gut Buddy cause. Because this is new research, they will be questions to gauge the user interest in the issue and see if they are interested in signing up for a newsletter that would update parents on the Gut Brain Connection research.

As a thank you for their time in viewing the website, there will be a download link for parents to download the entire set of Gut Buddy cards in the form of a matching game that they can play with their children.

SCHEDULE

Tuesday April 1, 2014

Show Kyle proposal and sketches

Tuesday April 8, 2014

Animate menu, work on forms

Tuesday April 15, 2014

Animated Gut Buddies

Tuesday April 22, 2014

Website finished

Thursday April 24, 2014

Launch website among test audience

