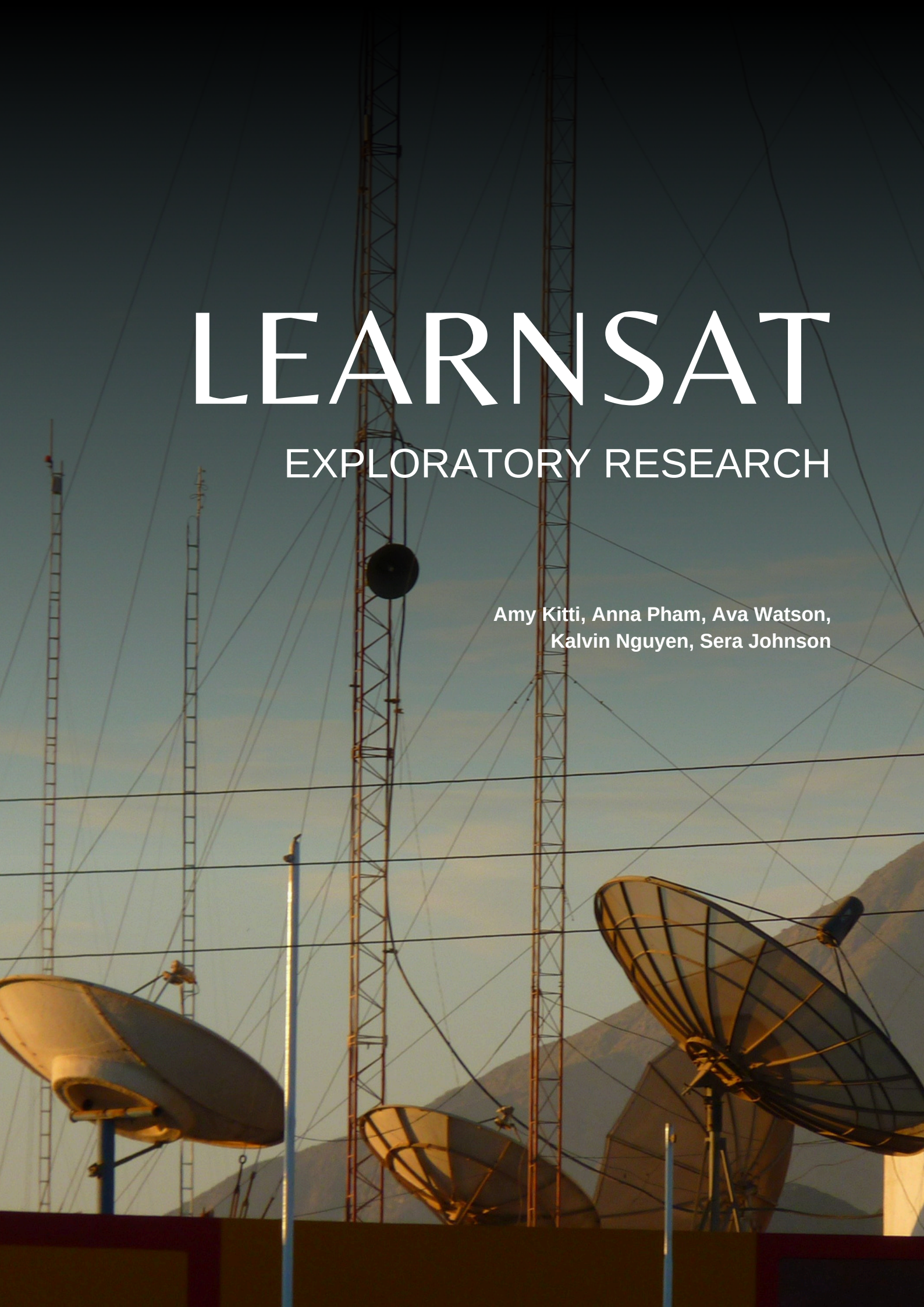


LEARNSAT

EXPLORATORY RESEARCH

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OUR CLIENT

SMALL SATELLITE RESEARCH LABORATORY

“The Small Satellite Research Laboratory (SSL) is developing and launching new and innovative technologies into space by utilizing the CubeSat platform, a small-scale satellite that is designed for rapid iteration and development. The lab is currently driving technological innovation at UGA through the building of 2 satellites, funded by the Air Force and NASA. The UGA SSRL was founded in 2016, primarily as an avenue for undergraduates to design, build, and test space-ready components. Over the past three years, the SSRL has steadily increased the reach of its research, student involvement, and community enrichment.”

CURRENT TARGET CUSTOMER

STEM-focused K-12 Educational Institutes
(with emphasis on magnet and private schools)



CLIENT'S MISSION

01.

Bringing national and international recognition to UGA through its development of cutting-edge technology.

02.

"Serving a diverse and well-prepared student body and promoting high levels of student achievement" through the training of undergraduate students in STEM-related fields.

03.

"Promoting instructional quality and effectiveness and enhancing intuitionally relevant faculty qualifications" by teaching students the steps in designing, building, and testing space hardware.



OUR PRODUCT

LEARNSat (Low-Earth Accessible Research Network Satellite) is a new venture developed by the UGA SSRL to ***allow high-school students to work with CubeSat technology.***

We are all very aware of the hurdles of entry into CubeSat research, with the foremost being cost and technical requirements. Through the LEARNSat program, ***high schools will be allowed to be involved by creating payloads*** housed in satellite buses developed by UGA SSRL that will be given to them as part of LEARNSat kits.

LEARNSat Kits will consist of the Satellite bus and the educational content required to assemble it and help develop the payload. Completed LEARNSats will be launched using weather balloons making it a sub-orbital mission, thereby overcoming exorbitant launch costs. This would also mean that stringent technical requirements of NASA do not need to be adhered to, which would otherwise be hard for high school students to meet.

LEARNSat-1 will be an internal mission so that we can map out all the requirements and face logistical problems first before we invite high schools to participate. This would ***allow for more STEM students in UGA to be involved in CubeSat development*** and raise awareness of satellite technology in schools.



OUR GOALS

The ultimate goal of the project would be to kickstart the LEARNSat program by attracting high schools to the initiative and getting them to register.

01.

The promotion of LEARNSat on social media platforms. Our client encourages us to use other sources of publication, along with using Linkedin. We will promote with the creation of a brand kit (consisting of a color palette, fonts, brand voice/ identity, etc.), a content calendar and media strategy

02.

Designing and developing a front-end website displaying all relevant information regarding LEARNSat's educational content including LEARNSat's podcast. Our client will provide us with the content and videos to include.

03.

Designing a cohesive brand kit that aligns with our client's program visions and values. The brand kit will be used across the website, social media, and promotional products that the program will use later on.



OUR APPROACH

WORD PRESS

Since our team have the most experience with the WordPress platform, we believe WordPress will be our best option for our client's goal.

Advantages

- Cost-effectiveness
- Built-in SEO features
- Accessible
- User-friendly

Disadvantages

- Vulnerability to security risks
- Need for regular maintenance

Although there are disadvantages using WordPress, we believe the advantages outweigh the disadvantage and with the right expertise and attention to detail, our product will be in good hands.



INSPIRATIONS

BRAINPOP

“BrainPOP helps kids achieve their educational goals and tackle their biggest learning challenges confidently. Our secret is in how we put kids’ interests, humor, and creativity first.”

Advantages

- Engaging
- Interactive
- Student-friendly
- Accessible
- Educational
- Research-based resources

Disadvantages

- Can feel superficial if the user does not stay consistent
- Can feel repetitive with the “movie” styles



INSPIRATIONS

TOPHAT

TopHat is a platform for educators and institutions to deliver interactive and personalized learning.

Advantages

- Interactive slideshows and lectures have a customizable student-response system built-in
- Real-time feedback
- Learning insights, such as scores

Disadvantages

- More college-centric, which is not great for K-12 use
- Accessibility issues
- has a login feature that may be difficult for us to integrate into our product



HOW TO IMPROVE

To meet our goal for front-end development for a website with LEARNSat's education content, we will focus on designing and developing a website, taking inspiration from BrainPOP and TopHat.

01.

Along with interactive and engaging features, our website will be more K-12 focused. Unlike how TopHat feels more college-centric, our client's audience will be students from kindergarten to 12th grade. Therefore, we will include the creativity and engaging features, but the content will be more focused on K-12 students.

02.

Our product will also include informational videos made by UGA's SSLR. The informational videos made by the laboratory will be a reputable source, which will amplify the audience's trust with our client.

03.

Our brand guidelines set for the LEARNSat's website will be implemented into the website to solidify the program's brand and messaging for connection and professionalism to the audience.



PROMOTIONAL TACTICS

Our team will meet with Ashwath Rajkumar, our point of contact for LEARNSat, to regularly go over our promotional strategy. Our weekly meetings will ensure our promotional strategy align with our client and the program's missions and visions.

01.

Our team will create a brand identity kit for our client to follow as well as implement into their promotional products. The brand kit will consist of a color palette, fonts, brand voice and identity, things to do, things not to do, etc.

02.

Another promotional tactic we will implement is the creation of a content calendar. The calendar will keep us and our client accountable on the content creation to amplify the program's voice and reach our target audience.

03.

Our team will also research our target market for better understanding of what will attract K-12 institutions and students. Through the research and content calendar, we will schedule media posts throughout social media, with a focus on Instagram, TikTok, and Linkedin. We will also promote the podcast on the platforms for engagement.



SOURCES

- https://smallsat.uga.edu/
- https://tophat.com/
- https://www.brainpop.com/at-home