Website Requirements Document

Client Name: Viveck MJ

Company/Organization: SS Music Academy

Date: 05-05-25 Monday

Why Music?

• Stress relief & healing: Music soothes the mind, lowers stress hormones, and brings emotional balance — whether through an alapanai, a simple varnam, or a soulful bhajan.

• Expression of the soul: When words fail, music speaks — through raga bhava, gamakas, and sangatis, we express joy, sorrow, and devotion.

• Connection to tradition & self: Carnatic music connects us to centuries of tradition while deepening our own self-awareness.

• Brain & voice development: Enhances neuroplasticity, sharpens memory, improves sruti gnanam, and strengthens vocal agility.

• A journey of joy: Beyond technique, music gives a sense of purpose, fulfillment, and timeless joy.

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Why Us?

• Sangeetham’um Science’um: At SS Music Academy, we beautifully blend Carnatic artistry with scientific understanding — from voice production to acoustic resonance.

• Strong foundations: We ensure mastery in swarasthanas, sruti alignment, talam precision, and raga aesthetics before moving to advanced repertoire.

• Scientific voice care: Learn breath management (prana sadhana), vocal placement, resonance, and sustainable practice methods to protect your voice.

• Individual attention: Personalized teaching that adapts to each student’s voice, pace, and journey.

• Heart-centered learning: We nurture not just skill, but the bhakti, emotion, and joy that make music come alive.

**1. Business Overview**

* Company/Organization Name

SS Music Academy

* Tagline or Slogan (if any)

Learn Music with Scientific Insights

* Brief Description (Who you are, what you do, company background)

Music is a beautiful way for relieving your stress and revitalizing your energy for a refreshing day. Music cultivates discipline and many more essential life skills indirectly through the journey. There’re many reason to take up this art form and you’re at the right platform to learn this art form in a right way.

In SSMA, we walk with you into the world of music filled with lot of insightful learning experiences.

* Mission and Vision
* Mission – At SSMA, we aim to provide the right reasoning behind everything that a student learns and let them see how to the music unfolds itself in the process of it. This is where we stand apart from the other music learning experiences.
* Vision – SS Music Academy has been started with the vision to provide “the knowledge of Music along with the answer for many familiar WHY questions in music” this learning opportunity is what many are looking for. We use science as a tool to understand this art form. SSMA believes that “Understanding an Art is Science; Application of Science in an artistic way is the Art”
* Target Audience / Market Segment

Parents of School Kids, College Students, IT professionals, Doctors, Lawyers

**2. Design Preferences**

* Preferred Color Palette

HEX codes:

000000 – Black

C00000 – Red

D39303 – Yellow

0070C0 – Blue

00B050 – Green

7F7F7F – Slate

595959– Dark Grey

FFFFFF – White

* Existing Branding Guidelines (if any)

Doubt

* Logo (Yes/No; if yes, provide source files)

Yes

https://drive.google.com/drive/folders/1glTeIRbVO5YIh775pCjnJjkiYDmcFvCl?usp=sharing

* Font/Typeface Preferences

Century Gothic for organization name and slogan

Palatino linotype for general texts

Some other fonts that could be used (for Indianized terms):

Arima Madurai – Set

Samarkan

https://drive.google.com/drive/folders/1glTeIRbVO5YIh775pCjnJjkiYDmcFvCl?usp=sharing

* Style/Feel (e.g., modern, professional, elegant, minimal, playful)

Professional and Elegant

* Visual Elements or Themes to Incorporate

Music related elements like the musical notes, Carnatic (Indian traditional themed) 

**3. Website Pages (choose all that apply)**

* Home

Doubt

* About Us

SS stands for Sangeetham’um Science’um, which is the chief moto of our Academy. Sangeetham’um Science’um (SS) Music Academy helps you to understand the scientific principles behind your voice, how to produce it in the musical way and the formation of musical tones.

Learning to sing a song is different form learning the music itself. Here we teach the students from the very basics and make sure that they are perfect in that part of learning and move to the next part.

* Services / Products

Carnatic Vocals

Singing is the basic skill set that everyone of us has born with. It takes right effort and understand to make it more musical. It is aimed at making students learn the foundation of Carnatic music with rich heritage as per the system formulated by Sri Purandaradasar in 16th Century. The journey begins from the Varisai and we guide students for Manodharma practices and let them experience each raga with it’s Bhava and the emotion that it portrays.

Film song (Tamil)

Learning the nuances of Singing along with the chords in a particular scale for the Film songs. Here students learn to analyze the music better as they are guided with the chord progression and the details of singing insights to that song.

Devotional Songs

Here we make students to learn devotional songs along with the meaning of the words that they sing with correct pronunciation. This teaches not just the song we make them understand in what raga that song is composed in and the Bakthi involved in it.

Violin

Students start to learn from the very basic skills of bowing and fingering to produce the swaras (notes) in the correct points. Since, Violin is a fretless instrument it takes a lot of ear-training to know the placement of swaras in the fingerboard. We guide them to hear and analyze these points and learn music through it.

Keyboard

Keyboard is a unique instrument which requires less effort to produce music through it. By learn this in a proper way, students could understand any type of music and learn to play them with ease. It starts with the exercises to gain finger control over the instrument and the journey leads in to the world of scales, chords and chord progressions.

Guitar

In this learning method students are guided from the basics of handling the instrument, placement of fingers on the frets to the advanced level of playing various chords for a song. The journey begins as learning to play the lead and progresses to produce music with different chord progression and strumming patterns in it.

Veenai

This traditional instrument that makes you connect with the Divine, has an important role in the development of Carnatic Music. The learning experience begins with the Varisai and progress to the Manodharma practices. Veenai is even more suitable for playing Carnatic gamakkas through them, different styles of rendering the same swara in different ragas are clearly learnt through instruments.

Mrudhangam

Shruti and Layam (Melody and Rhythm) are the basic foundation of Carnatic Music. Learning to sing and play instrument will enrich your knowledge in the melody aspect, but learning the percussion instrument creates the connection easily with the universal feeling for rhythm. This learning will be steady as you walk through the learning and also gaining strength in your hands & fingers.

Music Theory

Explore the beauty of swaras, ragas, and talas while understanding how they shape emotion and expression. Build a strong foundation that not only deepens your joy in music but also sharpens your listening, memory, and cognitive skills. Express yourself with confidence and connect to the timeless science and soul behind every note you sing.

Voice Consultation

At SS Music Academy, our Vocal Consultation Service is designed to help you find the true power and beauty of your voice. Whether you’re a beginner seeking confidence or an experienced singer looking to refine your craft, our personalized sessions provide tailored guidance for every step of your journey. We focus on areas like pitch accuracy, breathing techniques, and vocal range, ensuring you feel supported in your growth. Let us help you discover the full potential of your voice and unlock the confidence to express yourself fully.

We provide services both online and in-person at our office.

* Projects

An Analytical study of 22 Shrutis (Will provide data later)

* Testimonials

Collection in progress older ones attached

https://drive.google.com/drive/folders/1glTeIRbVO5YIh775pCjnJjkiYDmcFvCl?usp=sharing

* Blog / Articles

Needed – Will Discuss later

* FAQ

Collecting data – Will update later

* Contact Us

Viveck: 9894778518 – Call & WhatsApp (https://wa.me/message/YCQSE5VAZX6OA1)

Address:

Valar Nagar Main Road, Valar Nagar, Uthangudi, Madurai – 625107, Tamil Nadu.

Instagram - @ssmusic\_academy

https://www.instagram.com/ssmusic\_academy?igsh=dmpjbDIwZG9sYjBz

* Careers / Jobs

NA

* Pricing / Packages

NA

* Custom Dashboard / Portal

NA

* E-commerce (Online Store)

NA

* Booking / Scheduling

Online Free Demo Slots

You’ll have a FREE Demo at first, where you’ll get to know the details of us and we’ll asses the student on their voice aspects 🗣 / learning aspects of the instrument and then proceed further

You’ll have all the details clearly in the Demo session, including the fee structure and the content of the Art Teaching Demo will be at your convenient timing, if no slot has been booked earlier

Please tell us two of your convenient different date & time slots, we could fix one for you

Regards,

Viveck MJ

SS Music Academy

**4. Website Functionality**

* Contact / Inquiry Forms
* Newsletter Sign-Up
* Online Registration / Booking
* Payment Integration (Razorpay, Stripe, etc.)
* Shopping Cart and Checkout (if applicable)
* File Upload Option (e.g., resume, artwork, documents)
* Blog/News Feed
* Video / Audio Embeds
* Social Media Integration
* Google Maps
* WhatsApp Support
* User Login / Account Dashboard
* Admin Panel (for easy content management)

**5. Content Requirements**

* Who will provide the content? (Client or copywriter?)
* Text for each page
* High-quality images
* Videos (promo, product, testimonial, etc.)
* Brochures or downloadable resources
* Brand assets (logos, fonts, PDFs)

**6. SEO & Digital Marketing**

* Keywords to target
* Competitor analysis (optional)
* Blog plan (yes/no)
* Social media handles
* Google Business Profile
* Google Analytics / SEO tools integration

**7. Technical Setup**

* Domain name (existing or needs purchase?)
* Hosting (existing or to be set up?)
* CMS preference (WordPress, custom, Shopify, etc.)
* Business email setup (e.g., info@yourdomain.com)
* Any required integrations (CRM, email marketing, etc.)

**8. Maintenance & Support**

* Need post-launch maintenance? (Yes/No)
* Frequency of expected updates
* Who will manage future content changes? (Client or dev team)

**9. Budget & Timeline**

* Estimated budget range
* Ideal go-live date
* Important deadlines (product launch, event, etc.)

**10. Website References**

* Do you have any websites you like the look and feel of?
* Please share 2–3 website links
* What specifically do you like/dislike about each one?

**11. Additional Notes**

* Any unique features or requests?
* Competitive edge or selling points?
* Anything else you'd like to share?