**Date:** 07/01/2021

Hello,

Following Inputs would be beneficial for initiating the process of Website Design and Development.

(Some of the inputs have been discussed in progressive meetups. We would be happy to learn some more points before we start.)

1. Objective
   * To have a face on the internet when the schools look FLOW up on the internet.
   * To build credibility.
   * To sensitise about our programs
   * Update progress and blogs
   * Reach out to the public about our program
   * Blog
2. Prime Audience
   * Schools
   * Students (Blogs, Photos, Event updates)
   * Parents (Knowing more about the program, photos and events)
3. Colors Pallete & Preferences
   * Flow pallet
4. Content & Keywords
   * Holistic education
   * Free to learn our way
   * Social emotional learning
   * Extra curricular
   * Education
   * Schools
   * Student support
   * Teachers program
   * Teachers professional development courses
   * Teachers training program
   * Stress management
   * Future ready program
   * School programs
   * Student enhancement programs
   * Additional curriculum
   * Student Happiness
   * Student mindfulness
   * Empowering the social self
   * Hand eye coordination
   * Applied Communications Skills
   * Creative thinking
   * Empathy towards environment
   * Green schools
   * Happy schools
5. Images
   * Book cover pages- in programs tab
6. Events to be displayed (Format)
   * Refer- bookmyshow.com

Event list in bubbles – as you click the bubble expands and the details reveal themselves with a picture and text (format reference for this: [https://in.bookmyshow.com/raipur/movies/12-o-clock/ET00303983 (Image](https://in.bookmyshow.com/raipur/movies/12-o-clock/ET00303983%20(Image) + list) )

* + Events right now:
  + Webinar for students and teacher
  + Free to Learn Our Way Launch Seminar – Raipur
  + Free to Learn Our Way Launch Seminar – Jagdalpur

1. Home Page Elements
   * ELEMENTS FROM PREVIOUS WEBSITE OF FLOW

(with promote content, events, etc.)

* + FEATURED CONTENT

(e.g. blog, multimedia, profile, property, etc.)

* + CONTACT FORM FOR LEAD GENERATION
  + QUICK LINKS LIST
  + IMAGE BUTTON MODULES
  + USP STATEMENT - VALUE PROPOSITION/WELCOME TEXT
  + TESTIMONIALS/FEEDBACKS/REVIEWS
  + UPCOMING EVENTS

To discuss

1. References
   * Flowmenow.com
2. Web Domain Details with access.
3. Web Hosting Details with access.

Go Daddy- Username: jen7is Password: jenis@0708

* + Home page
  + About us: Mission and Vision, Team
  + Program: Students, Teachers
  + Blog
  + Events
  + Gallery/Photos
  + Contact Us

Additionally: Subscribe to us pop up + Event Pop up (if something is upcoming)

Thanks & Regards

Digikraft Social Team