It’s ironic that I currently work at a sleep lab and also have Narcolepsy. I’m going to try to play on that irony by creating a site about Narcolepsy. I’m still having trouble deciding between 2 or 3 domains but my favorites are: narcolepsy.ninja, narcolepsystrong.com and 2tired2sleep.us. I’m leaning towards narcolepsy.ninja because it seems more easily branded and would tend to draw the eye when presented on a search page.

Publicly, Narcolepsy is known as a funny problem that makes people fall asleep at random times. Personally, I can attest that while Narcolepsy may be a funny disorder it is no laughing matter and falling asleep at inopportune times is the least troublesome symptom. I would like to build a site based on published facts to dispel the myths surrounding this disorder.

This site will be a collaboration with myself, my 2 brothers and my father, all of whom have Narcolepsy. My father is also a local sleep physician in town so we will be able to offer expert medical advice. Starting out we will focus on that angle by having him do a video blog regarding symptoms, testing, treatment, latest research, etc. As I have seen firsthand, personalized information from a nationally recognized expert can have a lasting impact on the lives of Narcolepsy sufferers. Our next goal will be creating a forum for Narcolepsy suffers to connect and discuss their struggles. We have found that, as with most chronic conditions, a good support group can make a world of difference. However, because of Narcolepsy’s rarity, finding an effective support group is almost impossible. The last thing I would like to accomplish with this site is an area of Narcolepsy that has seen almost no attention. Because Narcolepsy is a debilitating disorder it has an immense effect on the families and loved ones of sufferers. As my wife was trying to understand what I go through she was unable to find a well-organized and useful place for her to receive support as well.

The obvious pieces that are going to be in play to bring this all together is first and foremost linking the main page to YouTube in order to minimize cost for hosting the blog. Once we have things set to start accepting users we will need to maintain a secure database of the information that we choose to collect. Maintaining links to some of the widely used diagnostic questionnaires will be helpful as well.

The second page that I think will be very important for this particular site is the About Us site so that users know that we have a unique skill set when it comes to understanding the particular problems that they are experiencing. Most importantly for this page will be an extensive bio of our doctor.

Another page will be a page explaining what Narcolepsy is however, it’s more important function will be to explain what Narcolepsy is not. I would really like to use this page to dispel a lot of the myths that have been built around this disorder. As this site starts out I will put useful links on this page to help visitors find more information and questionnaires on this page but as this list of information grows I’m positive it will eventually become its own page.

Also, as we are starting out, I feel that a basic form that will allow visitors to ask questions that could either be answered privately by our group or through the video blog should be an important piece. As we grow this personalized functionality may not always be achievable but, if it can be accomplished, I think we should always strive for it.

As I mentioned earlier Narcolepsy has been perceived by the media and the general public as humorous and, I’ll admit, I still find some of those things funny myself so in order to keep things light hearted a page devoted to some of those funny clips and quotes should be maintained. After all, laughter sometimes really is the best medicine.

Narcolepsy tends to present in the late teens and early twenties so the target audience will be two fold. First, we have to appeal that 14-25 year old age group. Simultaneously, we have to catch the attention of the these children’s parents. Through the use of this site we are anticipating the ability to instill hope and understanding on a confusing and rare disorder. Hopefully, no pun intended, we can also provide education, support and a dose of laughter when needed.