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Creation Date: 19th January 2020.

Objectives?

**To develop a website detailing the history of neurology and neuropsychology in India.**

Purpose?

**Education of the public and psychologists and neurologists around the world.**

What does your company do?

Who is your target audience?

* University Students
* Psychologists
* Neurologists
* Anyone who is interested about learning the history of neurology

What’s your Unique Selling Proposition (USP)?

**Interactive content, information from academic and primary sources**

Do you want to improve an existing website, or create a website from scratch?

* I plan to build a website from scratch

Do you want your website to be optimized for SEO? Do you have a list of keywords you’d like to target?

**NA**

What is the URL of your existing website (if any)? What do you like and dislike about your existing website?

NA

What is the URL of 2-3 (more if applicable) reference websites that you like? What do you like about these websites?

Recommendations

1. Visit Humboldt: I think we can draw some ideas from this website to communicate the idea on the website.

I think the website video in the background they added and the way the used the text is great to communicate what the website is all about and good for our homepage. We could either have a video or an introductory interactive image that would introduce people to what the website is all about as well.

The simplicity of the website is also great with very little text and more images, buttons and things we can interact with

url:<http://www.visithumboldt.com/>

2. In this second website, What I really liked was the way they transition to different aspects of what they wish to communicate using effective transition and animation effects. I think since our website is about neurology throughout time we could use something like to show how neurology changes throughout time and what it is in the modern age.

Url: http://resident e.com/en/journey/puerto-rico

3. For more interactive website we could look at for inspiration could be found on this <https://www.mockplus.com/blog/post/interactive-website-example> link.

Your suggestions

Do you know what platform you want to use for your site?

● Weebly

● Use CSS, php, html5 , and JavaScript programming language and Visual Studio for development.

What pages do you need on your website?

**A timeline**

* **Texts**
  + **Early Vedic Texts**
  + **Atharva Veda**
  + **Sushruta Samhita (600 – 500 BCE)**
  + **Caraka Samhita (100 – 200 CE)**
  + **Medieval Texts**
  + **Literary References**
* **Ayurveda**
  + **Five Sheaths**
  + **Sankya Philosophy**
  + **Doshas**
    - **Locations**
    - **Subdivisions**
    - **Time**
    - **Humors**
  + **Senses**
    - **Sensations**
    - **Sensory Nerves**
* **Anatomy**
  + **Anatomy**
  + **Nervous System**
  + **Chakras**
    - **The Brain**
    - **Spinal Chord**
  + **Cranial Nerves**
  + **Neurological Disorders**
* **Modern**
  + **Medical Colleges**
  + **Pioneers**

**Header**

* **About**
* **Funding**

What features do you need on your website?

* Interactive maps: Map of Modern Universities, Map of Ancient Universities
* Animations: Doshas and their qualities, Chakras

What’s the underlying goal of your website?

* To educate my target audience about the earliest recorded neurological diseases through the medieval period and up to the modern age

Do you have the content ready for your site?

* Infographic images
* Diagrams
* Interactive maps
* Animations

Does your company have a brand book covering things like colors and fonts?

**NA**

When would you like to launch your new site?

**April, 2020**

What is your budget for the website?

Do you need help updating and maintaining your website?

**NA**

Do you need help with blogging and content marketing?

**NA**

What do your clients like particularly about the websites they have chosen and what they don’t like about it?

What do you not want on your website?

Do you have a logo?

Would you accept credit cards?

**NA**

What other channel would you use to spread the word about your website?

**Instagram, Facebook**

How do you plan to encourage repeat visitors and referrals?

Would we need to make a wireframe?

**Yes**

Would you need to make a sitemap?

**Yes**

Is an advanced design of the website required?

Would you like a different design on different screen devices?

Would you like us to use a project management software?