CLIENT QUESTIONS AND ANSWERS

30 June 2023

2023-WIN-INF10026-First Year Industry Project

Target Audience:

Question: What are the business goals and values?

Answer: The primary objective of the business is to empower neurodiverse individuals, enabling them to lead authentic lives and pursue their purpose, mission, goals, and values. The organization upholds values of empowerment, connection, support, and integrity. In terms of financial targets, the business aims to achieve a revenue goal of $150,000 for the 2023-2024 fiscal year.

Question: Who is the primary audience for this website?

Answer: The website caters to a broad range of individuals encompassing neurodiversity, which includes conditions such as Autism Spectrum Disorders, ADHD, Dyslexia, Dyspraxia, Tourette Syndrome, Schizophrenia, Bipolar Disorder, OCD, Anxiety Disorders, Depression, and PTSD. The focus is on serving individuals who have recently discovered their differences within this spectrum. The community fostered by the business, known as "Outlier Unity," comprises diverse individuals who are considered outliers in society due to their neurodivergence, LGBTQ+ identities, disabilities, indigenous heritage, or immigrant backgrounds. While the majority of individuals in this community are aged 16 and above, there is a specialised program called "Rising Stars" that caters to young individuals. Additionally, the business offers parent support and education services, which attract individuals in the middle age demographic. Furthermore, corporate services are provided for business personnel, entrepreneurs, business owners, and their representatives who are interested in availing these services.

Question: Are there any specific demographics or characteristics of the target audience that we should consider?

Answer: There is no specific demographic that should be prioritised over others, as the services offered are inclusive and open to diverse individuals regardless of age, religion, culture, and identification. However, it is important to note that the needs of neurodivergent individuals hold significance, as they form the foundational service sector alongside businesses seeking training, counselling, and workshops on neurodivergent topics.

Website Structure and Content:

Question: What are the key sections or pages that should be included on the website?

Answer:

1. Home
2. About Us
3. Membership Levels
4. Programs and Services

5. Community
6. Corporate Services
7. Resources
8. Contact Us
9. FAQs
10. Privacy Policy and Terms of Service

Question: Can you provide a brief description of each section/page and its purpose?

Answer:

Home:

- Introduction to your community and mission
- Brief overview of the services and membership options
- Call-to-action to join or learn more

About Us:

- Your story and background
- Your expertise and qualifications
- Values and principles guiding your work
- Testimonials or success stories

Membership Levels:

- Description and benefits of each membership level
- Pricing information and payment options
- Clear call-to-action buttons to encourage sign-ups

Programs and Services:

- Detailed information about each program or service you offer
- Key features and benefits
- Course descriptions, outlines, or curriculum details
- Testimonials from past participants, if available

Community:

- Overview of the community aspect of your platform
- Description of the online forum or social networking features
- Benefits of connecting with like-minded individuals
- Testimonials highlighting the supportive community environment

Corporate Services:

- Overview of your corporate training, workshops, and consulting services
- Target audience and benefits for organizations
- Success stories or case studies from past clients

Resources:

- Links to useful articles, blogs, or external resources

- Recommended books, podcasts, or videos related to neurodiversity
- Access to downloadable materials, worksheets, or guides

Contact Us:

- Contact information (email, phone, address)
- Inquiry form or contact form for potential clients or partners
- Social media links for further engagement

FAQs:

- Frequently asked questions about your services, programs, or membership
- Clear and concise answers to address common inquiries

Privacy Policy and Terms of Service:

- Important legal information regarding data privacy and website usage

Question: Do you have any specific content that you would like to include on the website, such as text, images, or videos?

Answer: She has provided some specific content ideas for the website. She suggests incorporating a section called "L1 Outlier Insights: Embrace Your Neurodivergent Journey," which would provide valuable insights and resources for individuals navigating their neurodivergent journey. Additionally, she proposes including a section called "Outlier Empowerment" to support individuals in thriving in their neurodivergent journey, offering resources, courses, and tools for personal growth and success.

She also recommends including visual content such as images and videos that showcase the diversity and strengths of neurodivergent individuals, including interviews, testimonials, and success stories. She assures that she will provide any additional content and materials needed to build the website.

With this collaborative approach, we aim to create a website that offers valuable resources and support for neurodivergent individuals, while incorporating engaging visuals to inspire and empower our audience.

Design and Branding:

Question: Do you have any specific design preferences or branding guidelines for the website?

Answer: The desired design for the website is characterised by vibrant colours and a lively atmosphere. The client is open to creative ideas but emphasises the inclusion of colours. Each service offered should be assigned a distinct colour, ensuring consistency for the respective audience and actions. The client has requested an animated logo featuring converging colours within a multicoloured infinity-shaped logo, as provided in her PowerPoint presentation. The client prefers concise and straightforward information and guidelines on the website. While the client does not want to focus on social media marketing, they excel in public speaking and presentations.

Question: Are there any existing materials or examples that reflect the desired look and feel?

Answer: Yes, there are several websites that serve as references for the desired look and feel, such as Tarah Elizabeth, The Neurospicy Club, My Lady ADHD, Unmasked, and ADHD Works.

Question: What emotions or impressions would you like the website to evoke?

Answer: The website should evoke a sense of inclusivity, welcoming everyone. It should be colourful, easy to navigate, informative, relatable, and create a feeling of safety and comfort, akin to a safe haven or home.

Functionality and Features:

Question: What are the essential features or functionalities that the website should have?

Answer: The essential features and functionalities for The Outliers Project website include:

1. User Registration and Membership: The website should have a user registration system to allow individuals to create accounts and become members of the community. This will enable access to exclusive content and features based on their chosen membership level.
2. Easy Navigation: The website should have a user-friendly interface with intuitive navigation menus and clear organization of content. This will ensure that neurodivergent individuals can easily find the information, resources, and courses they need.
3. Community Platform: The website should provide a dedicated community platform where members can connect, interact, and support each other. Features such as discussion forums, private messaging, and interest-based groups can facilitate meaningful engagement within the community.
4. Course Management System: The website should include a course management system to offer the various courses available within the Outliers Project. This system should allow users to enroll in courses, track their progress, access course materials, and interact with instructors or fellow participants.
5. Downloadable Journal: The website should offer a free downloadable journal as a lead magnet to support individuals in their neurodivergent journey. This journal should be easily accessible and provide a valuable resource for self-reflection and personal growth.
6. E-commerce Functionality: The website should have e-commerce functionality to enable the purchase of products, such as memberships, individual courses, and other services like 1-on-1 coaching, keynote speaking, workplace training, and retreats.
7. Responsive Design: The website should be designed to be responsive and accessible across different devices and screen sizes. This will ensure a consistent and user-friendly experience for all visitors, regardless of their preferred device.
8. Content Management System (CMS): The website should have a robust CMS that allows easy management and updating of content, including blog posts, resources, course materials, event listings, and testimonials. This will ensure that the website remains relevant and up to date.
9. Integration of Social Media: The website should integrate with social media platforms to enable easy sharing of content and facilitate community building through social channels.
10. Analytics and Reporting: The website should include analytics and reporting tools to track user engagement, membership statistics, course enrollment, and other key metrics. This data can provide valuable insights for optimizing the website's performance and enhancing the user experience.

By incorporating these essential features and functionalities, The Outliers Project website can effectively support neurodivergent individuals in their journey towards self-actualization, providing a welcoming and inclusive online space for learning, connection, and personal growth.

Question: Are there any specific interactive elements or tools that need to be integrated?

Answer: Here are some specific interactive elements and tools that can be integrated into The Outliers Project website:

1. Community Forums: Implement a discussion forum where members can create and participate in topic-specific discussions, ask questions, share experiences, and provide support to one another.
2. Private Messaging: Enable a private messaging system that allows members to communicate directly with each other, fostering personal connections and facilitating individualized support within the community.
3. Live Chat Support: Integrate a live chat feature to provide real-time assistance and support to website visitors, answering questions, addressing concerns, and guiding them through the website's features and offerings.
4. Course Discussion Boards: Within the course management system, include discussion boards for each course, enabling participants to engage in discussions related to course content, ask questions, and share insights.
5. Interactive Course Content: Enhance the learning experience by incorporating interactive elements into the course materials, such as quizzes, assessments, interactive videos, and engaging multimedia content to promote active learning and retention.
6. Progress Tracking: Develop a system that allows members to track their progress and completion status for courses and other learning resources. This could include visual progress bars, badges, or certificates to provide a sense of achievement and motivation.
7. Social Sharing Buttons: Integrate social media sharing buttons to enable members to easily share content, resources, and achievements from the website with their social networks, spreading awareness and attracting new members to the community.

8. Event Registration: Provide a user-friendly event registration system for workshops, retreats, and other events organized by The Outliers Project. Members should be able to view event details, register, and receive event-related updates and notifications.
9. Feedback and Rating System: Implement a feedback and rating system for courses, coaching sessions, and other services offered. This allows members to provide feedback, testimonials, and ratings, helping improve the quality of offerings and assisting other members in making informed decisions.
10. Personalized Recommendations: Utilize algorithms and user preferences to offer personalized course recommendations, resources, and community connections based on individual interests, goals, and learning history.

By integrating these interactive elements and tools, The Outliers Project website can enhance user engagement, foster meaningful connections within the community, and provide an interactive and immersive learning experience for neurodivergent individuals seeking self-actualization and empowerment.

Lead Magnet and Products:

Question: Can you provide more details about the downloadable journal and its purpose?

Answer: The downloadable journal is a free lead magnet offered as part of The Outliers Project. Here are more details about the downloadable journal and its purpose:

1. Purpose: The downloadable journal serves as a valuable resource for individuals seeking to explore and understand their neurodivergent journey. It is designed to support self-reflection, personal growth, and self-actualization for neurodivergent adults.
2. Content: The journal includes prompts, exercises, and guided reflections that help individuals delve into various aspects of their neurodivergent identity. It may cover topics such as self-discovery, strengths, challenges, self-acceptance, goal-setting, and strategies for navigating a neurotypical world.
3. Accessibility: The journal is provided in a digital format, allowing users to download and access it conveniently from the website. It can be saved on personal devices or printed for physical use, providing flexibility based on individual preferences.
4. User Benefits: By engaging with the downloadable journal, users can gain insights into their neurodivergent traits, enhance self-awareness, and develop strategies to overcome obstacles and thrive in their personal and professional lives. It encourages individuals to embrace their neurodivergent identity, find their sense of belonging, and discover their unique strengths and purpose.
5. Lead Magnet: The downloadable journal serves as a lead magnet, offering valuable content for free to attract individuals to The Outliers Project website. By providing this resource, Aisling aims to showcase her expertise, establish credibility, and build trust with the target audience, ultimately encouraging them to explore the paid products and services offered by The Outliers Project.

Overall, the downloadable journal plays a crucial role in supporting individuals on their neurodivergent journey, providing them with a tool for self-reflection, personal growth, and empowerment. It serves as a starting point for individuals to engage with The Outliers Project and discover the resources, courses, and community available to further support their path towards becoming self-actualized neurodivergent adults.

Question: Are there any specific requirements for the lead magnet, such as form submissions or email integration?

Answer: Yes, there may be specific requirements for the lead magnet in terms of form submissions or email integration. Here are some considerations:

1. Form Submissions: The lead magnet, in this case, the downloadable journal, can be made accessible to users through a form submission process. Users may be required to provide their name and email address or other relevant information in exchange for accessing the journal. This allows you to collect user data and build a subscriber list for future communication and marketing purposes.

2. Email Integration: Once users submit the form to access the lead magnet, their email addresses can be integrated into an email marketing system or customer relationship management (CRM) tool. This integration enables you to automate email delivery of the downloadable journal to the users' provided email addresses. Additionally, it allows you to send follow-up emails, newsletters, or promotional content to the subscribers in the future.

3. Opt-in Confirmation: It's essential to comply with data protection and privacy regulations. Therefore, you may need to implement an opt-in confirmation process. This ensures that users explicitly consent to receiving emails from The Outliers Project and confirms their subscription to the mailing list. This step helps maintain compliance and establishes a clear and transparent communication channel with the subscribers.

By implementing form submissions and email integration for the lead magnet, you can not only provide the downloadable journal to users but also establish a means to stay connected with them, nurture relationships, and share valuable content, offers, and updates related to The Outliers Project.

Question: Do you have any preferences or ideas regarding the presentation of the products on the website?

Answer: When presenting the products on The Outliers Project website, it's important to create an engaging and visually appealing layout that effectively communicates the value and benefits of each product. Here are some preferences and ideas to consider for presenting the products:

1. Clear Product Descriptions: Provide concise and informative descriptions for each product, highlighting their key features, benefits, and target audience. Clearly communicate how each product addresses the specific needs and goals of neurodivergent individuals.

2. Visual Representation: Incorporate visually appealing graphics, images, or icons to represent each product. This helps users quickly identify and differentiate between the offerings. Consider using high-quality images that evoke a sense of empowerment, inclusivity, and positivity.

3. Pricing and Membership Options: Clearly display the pricing details and membership options for each product. Use clear headings, pricing tables, or visual elements to showcase the different tiers or packages available, such as the Outlier High, Outlier Academy, and Outlier University offerings. This makes it easy for users to understand the pricing structure and select the option that suits them best.

4. Testimonials and Success Stories: Include testimonials or success stories from satisfied customers who have benefited from the products or services. Positive feedback and real-life examples can enhance credibility, build trust, and provide social proof, encouraging potential customers to engage with the offerings.

5. Comparative Features: If there are overlapping features or benefits between the products, consider creating a visual comparison chart or table. This allows users to see the differences at a glance and make an informed decision based on their specific needs and preferences.

6. Call-to-Action Buttons: Place prominent and strategically positioned call-to-action buttons that prompt users to take action, such as "Join Now," "Get Started," or "Enroll Today." These buttons should be visually distinct, inviting users to click and explore more details or initiate the purchasing process.

7. Responsive Design: Ensure that the website is designed to be responsive across different devices and screen sizes. This guarantees a seamless user experience for individuals accessing the website from desktop computers, laptops, tablets, or smartphones.

Remember to maintain consistency in the overall design and branding of the website, using colors, fonts, and imagery that align with the warm, friendly, and welcoming tone described in the initial project brief. The presentation of the products should be visually cohesive with the rest of the website and convey a sense of professionalism and trustworthiness.

Membership Subscriptions and Goals:

Question: Can you explain the goals and expectations for the membership subscriptions?

Answer: The membership subscriptions in The Outliers Project have specific goals and expectations associated with them. Let's break down the goals and expectations for each membership tier:

1. Outlier High - Awareness (The What):

    - Goal: The goal for Outlier High is to acquire 250 members.
    - Target Audience: Newly diagnosed neurodivergent individuals, their families, friends, or professionals seeking more information and learnings.
    - Inclusions: The membership includes access to a community and courses.
    - Subscription Price: The monthly membership subscription is priced at $7.

2. Outlier Academy - Action (The How):

    - Goal: The goal for Outlier Academy is to acquire 100 members.
    - Target Audience: Individuals who want to make their neurodivergent traits work for them.
    - Inclusions: The membership includes monthly group coaching sessions, access to the community, and courses.
    - Subscription Price: The monthly membership subscription is priced at $97.
    - The goals for both membership tiers revolve around building a community of like-minded individuals and providing them with valuable resources and support to navigate their neurodivergent journey. The memberships aim to create a safe space where members can learn, grow, and thrive in a neurotypical world.

The expectations for the membership subscriptions include delivering high-quality content, fostering engagement within the community, and providing ongoing support and resources to help members on their self-actualization journey. It's important to ensure that the website effectively communicates the value and benefits of each membership tier to attract and retain members.

Question: Do you have any specific requirements for managing memberships, payments, or access to content?

Answer: Yes, managing memberships, payments, and access to content is an essential aspect of The Outliers Project. Here are some specific requirements for each area:

1) Managing Memberships:

- User Registration: The website should have a user registration system where individuals can create an account to become members.
- Membership Levels: There should be separate membership levels, such as Outlier High and Outlier Academy, each with its own benefits and access to content.
- Member Profiles: Members should have personalized profiles where they can manage their account information, view their membership status, and track their progress.
- Member Communication: The website should provide a means for members to communicate with each other, such as a community forum or messaging system.

2) Payments:

- Payment Gateway Integration: The website should integrate a secure payment gateway to handle membership subscriptions and course purchases.
- Subscription Management: Members should be able to choose their desired membership tier, subscribe, and manage their payment details.
- Automated Renewals: The system should support automated subscription renewals, ensuring seamless continuation of membership for the subscribed period.
- Payment Tracking: The website should have a system to track and record payment transactions for billing and reporting purposes.

3) Access to Content:

- Content Organization: The website should have a structured system for organizing and categorizing the available content, such as courses, downloadable resources, and blog posts.
- Content Delivery: Members should have exclusive access to their subscribed content, while free resources and blog posts may be accessible to all visitors.
- Progress Tracking: The website should track and display members' progress within courses or learning modules, allowing them to resume where they left off.
- Content Updates: The system should support regular content updates, ensuring that members have access to new resources, courses, or blog posts as they are released.

These requirements aim to provide a seamless and user-friendly experience for managing memberships, processing payments securely, and granting appropriate access to the content based on membership levels. Integration with a reliable membership management system and payment gateway will be crucial to achieving these requirements.

Question: Are there any additional features or benefits that should be associated with the membership subscriptions?

Answer: Yes, in addition to the core features mentioned earlier, here are some additional features and benefits that can enhance the membership subscriptions for The Outliers Project:

I. Exclusive Community Engagement:

- Private Discussion Forums: Create dedicated forums or chat rooms where members can interact, share experiences, seek advice, and build a supportive community.
- Networking Opportunities: Facilitate networking among members through events, virtual meetups, or member directories, allowing them to connect with like-minded individuals.
- Peer-to-Peer Support: Encourage members to support each other by providing a platform for peer-to-peer mentoring, sharing success stories, and seeking guidance.

II. Bonus Content and Resources:

- Exclusive Content: Offer members access to premium content, additional resources, or advanced learning materials beyond what is available to non-members.
- Downloadable Resources: Provide members with downloadable resources, worksheets, templates, or guides to supplement their learning and personal development.
- Webinars or Workshops: Host exclusive webinars or workshops where members can participate, interact with experts, and gain further insights on specific topics.

III. Member Discounts and Offers:

- Course Discounts: Provide members with discounted prices or special offers on additional courses or specialized programs offered within Outlier University.
- Partner Benefits: Collaborate with relevant partners or organizations to offer exclusive discounts, promotions, or access to services that align with the needs of the neurodivergent community.
- Event Tickets: Offer members priority access or discounted tickets to conferences, workshops, or retreats organized by The Outliers Project or its partners.

IV. Ongoing Support and Updates:

- Regular Updates: Continuously update the content, courses, and resources available to members, ensuring they have access to the latest information and tools.
- Q&A Sessions: Conduct periodic Q&A sessions with experts or guest speakers, where members can submit questions and receive personalized answers or insights.
- Newsletter or Member Updates: Keep members informed about upcoming events, new content releases, community highlights, and relevant news through a regular newsletter or member updates.

These additional features and benefits can add value to the membership subscriptions, creating a comprehensive and supportive experience for members of The Outliers Project. They contribute to building a sense of belonging, continuous learning, and personal growth within the neurodivergent community.

Other Services:

Question: Can you provide more details about the 1-1 coaching, keynote speaking, workplace training, and retreats?

Answer:

> ➢ Keynote speaking: The keynote speeches that will provide insights into the world of neurodiversity. Speeches given by renowned experts in the field will give thought-provoking presentation that will lead organisations to embrace and value the neurodivergent talent among employees that they have.
> ➢ Workplace training: This service is to equip employees in workplace with the knowledge and tools they need to thrive in a neurodiverse workplace. The training modules provide strategies for creating an inclusive environment, engage employees with interactive workshops designed to foster awareness and acceptance of neurodiversity.
> ➢ Corporate consulting: Corporate Consulting services offer organizations a transformative approach to embracing neurodiversity and unlocking its full potential. Through a comprehensive assessment of the organization's current workplace culture and goals, a tailored plan is developed in collaboration with the leadership team. Experienced consultants provide ongoing guidance, training, and support throughout the implementation process. This enables organizations to identify and address barriers to inclusion, introduce best practices, and foster a culture that values diverse talents and perspectives. By leveraging the expertise of our Corporate Consulting services, organizations can position themselves at the forefront of change, fostering innovation, collaboration, and success.

Question: Are there any specific functionalities or information that should be included for each service?

Answer: Aisling did not specifically mention about functionalities. However, this is the ideal answer based on the discussions.

Keynote Speaking:
- Renowned experts in the field deliver keynote speeches.
- Thought-provoking presentations on neurodiversity and its value in the workplace.
- Insights and examples that inspire organizations to embrace and value neurodivergent talent.

Workplace Training:
- Customized training modules for employees.
- Strategies for creating an inclusive environment.
- Interactive workshops that foster awareness and acceptance of neurodiversity.
- Tools and knowledge to help employees thrive in a neurodiverse workplace.

Corporate Consulting:
- Comprehensive assessment of the organization's current workplace culture and goals.
- Collaborative development of a tailored plan with the leadership team.
- Ongoing guidance, training, and support throughout the implementation process.
- Identification and addressing of barriers to inclusion.

-   Introduction of best practices and fostering a culture that values diverse talents and perspectives.

Including these specific functionalities and information for each service helps to provide a clear understanding of what is involved and the value it brings to organizations seeking to embrace neurodiversity.

Timeline and Budget:

Question: What is the desired timeline for completing the website?

Answer: As part of our university course, we have a set deadline for completing the website, which is July 31st. Our focus is on meeting this deadline and delivering a well-executed website within the given timeframe. We recognize the significance of adhering to timelines and will work diligently to meet all project milestones. By effectively managing our time, collaborating efficiently, and leveraging available resources, we are confident in our ability to successfully complete the website by the specified due date.

Question: **Do you have any specific budget constraints or considerations?**

Answer: As this website project falls under our university course, our group is responsible for managing the budget. We have the flexibility to determine the budget based on our available resources and cost-effective solutions. Our aim is to deliver a top-notch website while being mindful of our financial means. By carefully considering our options and making efficient use of available resources, we will ensure that the project stays within our allocated budget.