



Tribhuwan University
Faculty of Humanities and Social Science

AN INTERNSHIP REPORT
ON
WEB DESIGNER FOR URJA MEDICENTER WEBSITE

AT

WEERA MEDIA PVT. LTD.

Submitted to

Tribhuvan University

Faculty of Humanities and Social Sciences

Department of Computer Application

In partial fulfillment of the requirements for the Bachelors in Computer Application

Submitted by

Barsha Puri

BCA 7th Semester

University SN: 6-2-1226-6-2019

Symbol No.: 122602010

Under the supervision of

Mr. Pravakar Ghimire

MENTOR'S RECOMMENDATION LETTER



Date: 31st December 2023

TO WHOM IT MAY CONCERN

I am delighted to recommend Barsha Puri for future web design roles. During her internship at Vendra Media Pvt. Ltd. from November 1st, 2023, to December 31st, 2023, Ms. Puri consistently impressed us with her creativity, dedication, and technical skills.

Ms. Puri's passion for web design was evident in her work ethic and the quality of her designs. She quickly grasped new concepts, collaborated effectively with the team, and produced visually stunning, user-friendly designs that exceeded our expectations.

Her professionalism, reliability, and positive attitude made her a valuable asset to our team. I do not doubt that Barsha will continue to excel in her career and make significant contributions wherever she goes.

Sincerely,

A handwritten signature in black ink, appearing to read "Vendra P." followed by a surname.

Vendra Parasar
Project Manager
Vendra Media Pvt. Ltd.



TRIBHUVAN UNIVERSITY

FACULTY OF HUMANITIES AND SOCIAL SCIENCES

SUPERVISOR'S RECOMMENDATION LETTER

I hereby recommend that the report prepared under my supervision by Barsha Puri (TU Registration No. 6-2-1226-6-2019) entitled "Urja Medicenter" at "Vendra Media" in partial fulfillment of the requirements for the degree of Bachelor in Computer Application be processed for evaluation.

A handwritten signature in black ink, appearing to read "P.G." followed by a surname.

Mr. Pravakar Ghimire

Pascal National College

Satdobato, Lalitpur



TRIBHUVAN UNIVERSITY
FACULTY OF HUMANITIES AND SOCIAL SCIENCES

LETTER OF APPROVAL

This is to certify that this internship report prepared by Barsha Puri in partial fulfillment of the requirements for the degree of Bachelor in Computer Application has been evaluated. In our opinion it is satisfactory in the scope and quality as an internship report for the required degree.

.....
Mr. Pravakar Ghimire

Supervisor

Pascal National College
Satdobato, Lalitpur

.....
Mr. Kabindra Koirala

Coordinator

Pascal National College
Satdobato, Lalitpur

.....
Internal Examiner

Pascal National College
Satdobato, Lalitpur

.....
External Examiner

Tribhuvan University
Kritipur, Kathmandu

ACKNOWLEDGEMENT

I would like to express my sincere thanks to the Pascal National College for providing me with this opportunity to explore my thoughts, curiosity and interest in the field of computer science through a Final Year Internship Project on "**Urja Medicenter**".

I am glad to take this opportunity to express my sincere gratitude and sincere thanks to my mentor **Mr. Vendra Parasar** for his valuable guidance, suggestion, encouragement, critical comment and help for completing this work. His constant support and motivation always encouraged me. My thanks to him will always be counted. I would also like to thank "**Urja Medicenter**" for providing a wonderful and friendly environment to work in. Their useful suggestions for this whole work and cooperative behavior are sincerely acknowledged.

I would like to express my deepest sense of gratitude and sincere thanks to **Mr. Pravakar Ghimire**, Supervisor, Pascal National College for his guidance, suggestion, encouragement and help for supervising in completing this internship report. His valuable suggestions and encouragement are always appreciated.

In addition, I extend my sincere thanks to my friends, seniors and guardians for their direct/indirect contribution in this project and helping me to bring this project into existence. I will be always looking forward to hearing the comments. Suggestions for further improvement will be highly solicited.

Sincerely,

Barsha Puri

TU Reg No: 6-2-1226-6-2019

ABSTRACT

Urja Medicenter is a specialized medical center focusing on gynecology. The project aimed to enhance the online presence of Urja Medicenter by designing and developing a user-friendly and informative website. Leveraging Figma for the design phase and WordPress for website implementation, the project focused on creating a platform that effectively communicates the center's services, expertise, and commitment to women's health.

Through collaborative efforts, the website design emphasized intuitive navigation, responsive layout, and visually engaging elements to ensure an optimal user experience across devices. The resulting website serves as a comprehensive digital resource, empowering patients to access relevant information, schedule appointments, and connect with the medical center seamlessly. This abstract encapsulates the key objectives, methodologies, and outcomes of the project, highlighting its significance in enhancing Urja Medicenter's online presence and facilitating access to specialized gynecological care.

Keywords: Gynaecology, Website, Medical, Medicenter.

write in
single paragraph

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LIST OF ABBREVIATIONS

BCA – Bachelor in Computer Application

CSS – Cascading Style Sheet

HTML – Hyper Text Markup Language

JS – JavaScript

CHAPTER 1: INTRODUCTION

1.1 Introduction

In today's digital world, having a strong online presence is crucial for medical institutions to connect with their patients effectively. Urja Medicenter, a leading gynecology facility, realized the importance of upgrading its website to better serve its patients. This report outlines the process of redesigning and updating Urja Medicenter's website, focusing on creating an easy-to-use platform that reflects the center's dedication to women's health.

A key feature of the website redesign is the addition of a knowledge section dedicated to educating visitors about gynecological health. This section acts as a valuable resource, providing essential information to help individuals make informed decisions about their health. Through collaboration, the new website aims to not only improve Urja Medicenter's online presence but also promote health awareness in the community.

1.2 Problem Statement

Urja Medicenter, a specialized medical center focusing on gynecology services, identified several challenges with its existing website that hindered its ability to effectively engage with patients and stakeholders. The website suffered from outdated design elements, cumbersome navigation, and a lack of comprehensive educational resources regarding gynecological health. These shortcomings not only compromised the center's online presence but also limited its capacity to provide valuable information and support to patients seeking reliable healthcare resources.

Moreover, the absence of an intuitive appointment scheduling system further exacerbated the user experience, resulting in inefficiencies and frustration among patients attempting to access medical services. Additionally, the website's limited functionality failed to reflect the center's commitment to excellence and innovation in women's healthcare, thereby diminishing its competitive edge in the digital landscape.

In light of these challenges, there was a pressing need to revitalize Urja Medicenter's online platform through a comprehensive redesign and development initiative. The project aimed to address the deficiencies of the existing website, enhance user engagement, and establish the center as a trusted source of information and support for gynecological health issues. By leveraging modern design methodologies, advanced technologies, and collaborative partnerships, the project sought to create a user-friendly

and informative website that aligns with Urja Medicenter's mission of delivering exceptional care and empowerment to women.

1.3 Objectives

The major objectives of this report are to meet the BCA program's standards and to demonstrate the knowledge and information gained during the internship period with the organization.

1.3.1 Internship Objectives

The main objective of internship are as follows:

- To gain exposure to real-time work environments to apply theoretical knowledge into practical scenarios effectively.
- To collaborate seamlessly with designers and developers to produce visually captivating web pages and user interfaces.
- To sharpen my skills.

1.3.2 Project Objectives

The main objective of projects are as follows:

- To make it easy for the medical center to spread awareness.
- To create easy to use user interface for people.
- To make the appointment system simple to use.

1.4 Scope and Limitation

The scope of the this system encompasses several key components aimed at providing a comprehensive and user-friendly travel booking platform. This includes:

- Design Urja Medicenter's website for improved visual appeal and functionality.
- Utilizing Figma for designing mockups and prototypes aligned with the center's branding.
- Implementing the designed website using WordPress, with themes and plugins.
- Inclusion of a dedicated knowledge section providing educational resources on gynecological health.

Some of the limitations of this project are:

- Initial coverage limitations may restrict access to certain regions or countries.
- Language support may be limited, potentially excluding non-native speakers.
- Connectivity issues may impede access for users with limited internet availability.

1.5 Report Organization

The contents of the report are organized into the following sections:

Chapter 1

The first chapter of this report discusses the introduction to the project with the objectives to be met. Also, the scope and limitations of the project are discussed. The main goal of this initiative is also discussed in this chapter.

Chapter 2

The second chapter discusses the introduction to organization which includes about the organization details, organizational hierarchy, working domains of organization and description of intern department/unit.

Chapter 3

The third chapter discusses the background study which includes description of fundamental theories, general concepts and terminologies related to the internship project as well literature review which includes review of the similar projects during internship, theories and results similar the projects during internship.

Chapter 4

The fourth chapter discusses all the internship activities are described here. It includes roles and responsibilities during internship, weekly logs maintained during internship, description of the project involved during internship and activities performed in it.

Chapter 5

The fifth chapter discusses the conclusion of the report and learning outcomes of the internship are discussed here.

CHAPTER 2: INTRODUCTION TO ORGANIZATION

2.1 Organization Details

Vendra Media is a professional digital marketing company based in Varanasi, India. They specialize in a wide range of services, including social media management, web development, videography, photography, and graphic design. Catering to businesses seeking comprehensive digital solutions, they understand the importance of a strong online presence. With their dedicated team of experts, they deliver high-quality projects that drive engagement, visibility, and growth. Leveraging cutting-edge technologies and staying updated with industry trends, they equip clients with the tools and strategies needed to stay ahead of the competition. Choose Vendra Media as your strategic ally in navigating the complexities of the digital landscape and unlocking unparalleled opportunities for success.



Figure 2.1: Organization Logo

Table 2.1: Organization's Contact Details

Address	Varanasi, India
Website	https://vendramedia.com/
Email Address	vendramedia@gmail.com
Phone Number	+91 09026732320

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2.2 Organizational Hierarchy

The organization is divided into different departments which includes marketing implementation, information system, carrier success, driver relations, financial, product, architecture, technology and engineering, growth, strategy and business development, head of people, and data management.

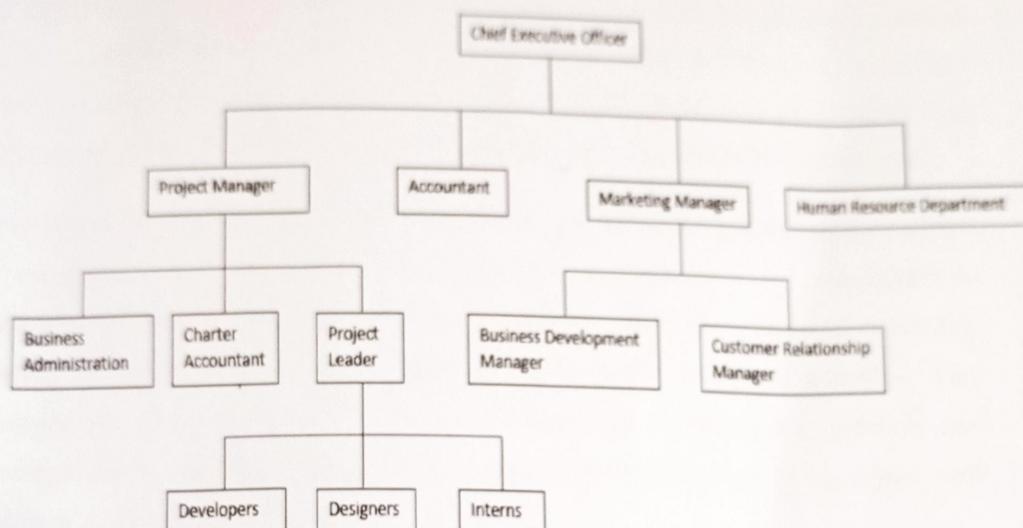


Figure 2.2: Organization Hierarchy

2.3 Working Domains of Organization

Vendra Media is a full feature digital marketing agency that has its focus on various domains. The company's working domains can be classified into the following areas:

- Digital Marketing
- Social Media Management
- Web Development
- Videography
- Photography
- Graphic Design
- Consulting and Training

2.4 Description of Intern Department

Vendra Media is very flexible to work for. Work from home facility make it very convenient for staffs. Environment is very friendly and welcoming.

At Vendra Media, we've streamlined our hiring process to be entirely online, ensuring convenience and accessibility for potential candidates. Once applicants are selected, they embark on a journey of hands-on learning as interns, where they're assigned real projects to work on. These projects serve as invaluable learning experiences, allowing interns to apply their skills in a practical setting and gain insights into the workings of a professional digital marketing company.

Throughout their internship, interns benefit greatly from the guidance and support of our senior team members. These seasoned professionals are committed to nurturing talent and offer mentorship to interns, providing valuable feedback, sharing industry insights, and helping them navigate through challenges. This mentorship plays a crucial role in shaping the professional growth and development of interns, ensuring they emerge from the program equipped with practical skills and knowledge.

description
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and explain
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department

Table 2.2: Internship Duration

Start Date	01 st November 2023
End Date	31 st December 2023
Duration	2 Months
Office hours	9:30 am – 6:00 pm (Monday - Friday)

CHAPTER 3: BACKGROUND STUDY AND LITERATURE REVIEW

3.1 Background Study

The analysis revealed a growing demand for accessible and user-friendly digital platforms within the medical sector, particularly for specialized services such as gynecology. With an increasing number of patients seeking health information and services online, there was a clear need for Urja Medicenter to enhance its digital presence to remain competitive and meet evolving patient expectations.

Furthermore, the study identified gaps and shortcomings in the current website's design, functionality, and content, highlighting the urgency of the redesign project. Issues such as outdated aesthetics, cumbersome navigation, and limited educational resources on gynecological health underscored the importance of revitalizing the website to better serve the needs of patients and stakeholders.

3.2 Literature Review

For healthcare providers, there is a growing recognition of the importance of establishing a strong online presence to remain competitive and meet evolving patient expectations. Online medical websites offer an efficient means of reaching and engaging with patients, enabling providers to deliver timely information, schedule appointments, and provide virtual consultations. With the increasing emphasis on patient-centered care and preventive health measures, healthcare providers are turning to digital platforms to enhance patient education, communication, and access to care.

Similarly, patients are increasingly turning to online medical websites as a convenient and reliable source of healthcare information and services. With busy lifestyles and limited time for traditional office visits, patients value the convenience of accessing medical information, scheduling appointments, and communicating with healthcare providers online. Moreover, the COVID-19 pandemic has accelerated the adoption of telehealth services and online platforms for remote consultations, further driving demand for online medical websites.

Furthermore, demographic trends, such as the rise of digital-native generations and the aging population's increasing reliance on technology, contribute to the growing demand for online medical websites. Younger generations, in particular, are accustomed to

accessing information and services online and expect the same convenience and accessibility from healthcare providers. Additionally, older adults are embracing technology to manage their health and seek out medical information and services online.

Citation)

CHAPTER 4: INTERNSHIP ACTIVITIES

4.1 Roles and Responsibilities

As a web developer at Vendra Media, I played a pivotal role in translating design concepts into functional websites using WordPress and Elementor. Here are my key responsibilities:

Collaborate with the design team to create wireframes and mockups that align with client requirements and branding guidelines.

Implement custom themes, layouts, and functionalities to bring design concepts to life in a user-friendly and visually appealing manner.

Conduct thorough testing to ensure websites functioned seamlessly across various devices and browsers.

Assist in content updates, plugin management, and troubleshooting to ensure the continued functionality and relevance of websites.

4.2 Weekly Log

Week 1

Date	Activity
2023/12/06	Gathered project requirements and specifications from the client.
2023/12/07	Conducted research on industry trends and competitors.
2023/12/08	Created project timeline and milestones.

Week 2

Date	Activity
2023/12/11	Started drafting wireframes for the website using Figma.
2023/12/12	Presented initial wireframes to the design team for feedback.
2023/12/13	Revised wireframes based on design team feedback.
2023/12/14	Presented revised wireframes to the project manager for approval.
2023/12/15	Incorporated client branding and visual elements into design mockups.

Week 3

Date	Activity
2023/12/18	Conducted an internal review of design mockups with the team.
2023/12/19	Presented design mockups to the client for initial feedback.
2023/12/20	Addressed client feedback and made necessary revisions to design mockups.
2023/12/21	Finalized design mockups and prepared for client approval.

2023/12/22	Received final approval from the client on design mockups.
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Week 4

Date	Activity
2023/12/25	Implemented website header and footer design elements.
2023/12/26	Developed homepage layout and structure using Elementor.
2023/12/27	Created individual page templates for key website sections.
2023/12/28	Integrated essential website features such as contact forms and appointment scheduling.
2023/12/29	Conducted initial testing of website functionality and responsiveness.

Week 5

Date	Activity
2024/01/01	Addressed initial bugs and issues identified during testing phase.
2024/01/02	Continued refining website layout and design based on testing feedback.

2024/01/03	Populated website content, including text and images, into Elementor.
2024/01/04	Conducted additional testing of website functionality and performance.
2024/01/05	Prepared for final client review and approval of website development progress.

Week: 6

Date	Activity
2024/01/08	Presented website progress to the client for initial review and feedback.
2024/01/09	Addressed client feedback and made necessary revisions to website development.
2024/01/10	Finalized website development and prepared for client acceptance testing.
2024/01/11	Conducted final testing of website across different devices and browsers.
2024/01/12	Received final approval from the client on website development.

Week: 7

Date	Activity
2024/01/15	Conducted final review and testing of website before launch.
2024/01/16	Launched the Urja Medicenter website and conducted post-launch checks.
2024/01/17	Addressed any post-launch issues or bugs identified by the client.
2024/01/18	Finished the changes and uploaded the website.
2024/01/19	Provided client training on website maintenance and content management.

Week: 8

Date	Activity
2024/01/22	Conducted a post-launch review with the client to gather feedback and insights.
2024/01/23	Incorporated client feedback and made final adjustments to the website.
2024/01/24	Project upload.
2024/01/25	Implemented additional features requested by the client.
2024/01/26	Conducted final performance optimization and speed testing for the website.

Week: 9

Date	Activity
2024/01/29	Reviewed and updated SEO elements for improved search engine visibility.
2024/01/30	Conducted a thorough security audit and implemented necessary measures.
2024/01/31	Prepared and delivered final project report to the client.
2024/02/01	Provided additional training sessions for client staff on advanced website management.
2024/02/02	Addressed any remaining outstanding issues or concerns raised by the client.

Week: 10

Date	Activity
2024/02/05	Conducted a post-implementation review with the project team to discuss lessons learned.
2024/02/06	Finalized project documentation and archived project files.

4.3 Description of the Project involved during Internship

At vendra Media, the project I was involved during internship was the development of a medical center website (Urja Medicenter) using wordpress and figma.

During my tenure at Vendra Media, I had the privilege of being involved in an exciting project focused on enhancing the online presence of a local startup in the hospitality industry. Tasked with revamping their website and optimizing their social media channels, our team embarked on a journey to elevate their brand identity and drive engagement with their target audience.

As part of the project, my responsibilities included collaborating with the design and development teams to conceptualize and implement a visually appealing and user-friendly website. This involved conducting market research, analyzing competitor websites, and identifying key areas for improvement to ensure that the website aligned seamlessly with the client's branding and business objectives.

3.4 Tasks / Activities Performed

Week 1:

I gathered project requirements and specifications from the client. Following that, I conducted research on industry trends and competitors. Finally, I created a project timeline and milestones to guide our progress.

Week 2:

During this week, I started drafting wireframes for the website using Figma. After creating the initial wireframes, I presented them to the design team for feedback. Based on their input, I revised the wireframes and then presented the updated version to the project manager for approval. Subsequently, I incorporated client branding and visual elements into the design mockups.

Week 3:

This week involved an internal review of design mockups with the team. Once the designs were polished internally, I presented them to the client for initial feedback. After receiving feedback from the client, I made necessary revisions to the design mockups, finalizing them for approval.

Week 4:

During this period, I focused on implementing various design elements into the website, such as header and footer designs, homepage layout and structure, individual page templates, and integrating essential features like contact forms and appointment scheduling. Initial testing of website functionality and responsiveness was also conducted.

Week 5:

This week was dedicated to addressing initial bugs and issues identified during testing, refining website layout and design based on feedback, populating website content, and conducting additional testing to ensure functionality and performance.

Week 6:

I presented the website progress to the client for initial review and feedback. Following their feedback, I addressed necessary revisions to the website development and conducted final testing across different devices and browsers before receiving final approval from the client.

Week 7:

I conducted final review and testing of the website before its launch. After the successful launch, I addressed any post-launch issues or bugs identified by the client, finalized changes, and provided client training on website maintenance and content management.

Week 8:

Following the post-launch phase, I conducted a review with the client to gather feedback and insights. I incorporated final adjustments to the website based on their feedback, implemented additional features requested by the client, and conducted final performance optimization and speed testing.

Week 9:

During this week, I reviewed and updated SEO elements for improved search engine visibility, conducted a thorough security audit, prepared and delivered the final project report to the client, provided additional training sessions for client staff on advanced website management, and addressed any remaining outstanding issues or concerns raised by the client.

Week 4:

During this period, I focused on implementing various design elements into the website, such as header and footer designs, homepage layout and structure, individual page templates, and integrating essential features like contact forms and appointment scheduling. Initial testing of website functionality and responsiveness was also conducted.

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Week 10:

I conducted a post-implementation review with the project team to discuss lessons learned, finalized project documentation, and archived project files.

CHAPTER 5: CONCLUSION AND LEARNING OUTCOMES

5.1 Conclusion

My internship experience at Vendramedia was enriching and provided me with invaluable insights into the world of digital marketing and media production. Throughout the internship, I had the opportunity to work on a variety of projects, collaborate with talented professionals, and gain hands-on experience in executing marketing campaigns and media projects. This experience has been instrumental in shaping my understanding of the industry and enhancing my skills in communication, creativity, and problem-solving.

5.2 Learning Outcomes

Web Development Basics: While my internship at Vendramedia primarily focused on digital marketing and media production, I gained exposure to web development basics through assisting with website content updates, optimizing web pages for search engines, and collaborating with the web development team on various projects. This experience provided me with a foundational understanding of web technologies and processes.

Content Management Systems (CMS): Working on website content updates and management introduced me to popular content management systems such as WordPress and Joomla. I learned how to navigate these platforms, update website content, and customize layouts, which will be valuable for future endeavors involving web content management.

User Experience (UX) Considerations: While contributing to digital marketing campaigns and media projects, I developed an understanding of user experience principles and considerations in web design and content creation. Learning to prioritize user needs and preferences helped me contribute to creating engaging and user-friendly digital experiences.

Cross-Functional Collaboration: Collaborating with the web development team and other departments provided me with insights into the cross-functional nature of web projects. I learned how different roles within an organization contribute to the overall success of web initiatives, from design and development to marketing and content creation.

Problem-Solving in a Web Context: Throughout my internship, I encountered various challenges related to web content updates, website performance optimization, and compatibility issues. By addressing these challenges and finding solutions collaboratively, I developed problem-solving skills specific to web-related issues, which will be beneficial in future roles involving web development and digital marketing.

Year Semester: 7th semester
Student's Name: Barsha Puri

Pascal National College
Satdobato, Lalitpur
Bachelor in Computer Applications (BCA)
Project Log - Sheet

Project Name: Urja Medicenter Website

Supervisor's Name: Pravakar

SN	Date	Topic/Issue Discussed	Comments/Next Target
1.	01/04	Report Discussion	Rewrite.
2.	01/27	Report Updates	Changes in Report.
3.	02/19	Report.	Report Finalization.