



D6.1 – Website and landing pages



Version: 1.0
Date: 04/12/2017
Dissemination level: (PU, PP, RE, CO): Public

Project Co-Founded by European Commission within the Horizon 2020

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1. EXECUTIVE SUMMARY

One of the objectives of the WP6 is to create the VRMIND website and the corresponding landing pages per each one of the products developed. This website has been created according to the recommendations established after the analysis of the SEM, SEO and online strategy specified in D6.3.

The website must be alive not only throughout the VRMIND project but also beyond of it. The objective of the website is twofold: to give information in general about Nesplora, the VRMIND project and the different products; and to allow the potential customers to acquire our products.

It is important to make a comment before visiting the website. The names of the products specified in the VRMIND proposal, have changed as a consequence of the new corporate image. The names of the products specified in the proposal have changed to the following commercial names:

- AULA: Nesplora Aula
- Aula School: Nesplora Aula School
- Aquarium: Nesplora Aquarium
- ICSTEST: Nesplora Ice Cream
- DIMEMO: Nesplora Suite

The logic behind these names is that now we put firstly the name of the company and the second part of the name of the test is related with the virtual scenario.

2. INTRODUCTION

Before the VRMIND project, Nesplora has two main websites pages: Nesplora website (www.nesplora.com) and Aula website (www.aulanesplora.com). In the first one the information about the company was shown, and the second one was dedicated to the Aula product. This year, after the analysis of the online strategy, we thought that to have two different websites makes no sense. That is why we merge these two pages in only one that now is called www.nesplora.com.

The landing page of Aquarium was ready by middle April for the ADHD World Congress on Vancouver. This first version of the landing page was only in English and it was preliminary and not complete. But the aim was to have a website where the attendance to this congress can have a look at the Nesplora Aquarium test. From that moment until now, we have been constantly changing the web page. Currently the website is in both Spanish and English and it has incorporated the new Nesplora image.

The website has four different sections. In the next chapters the different sections of the website are described.

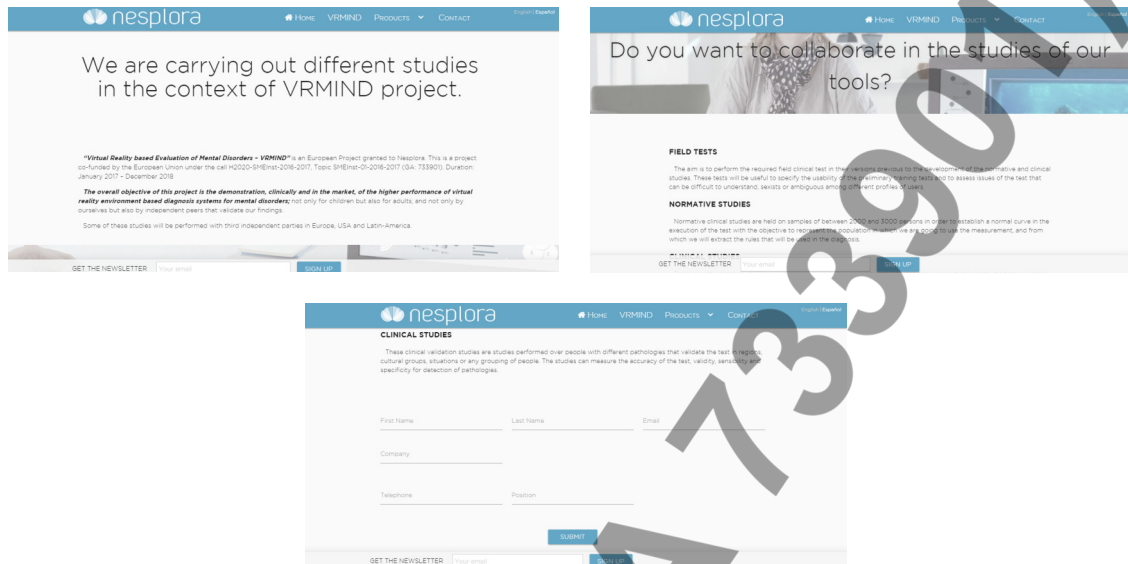
3. HOME SECTION

The HOME section provides an overview to the company, the different products, the VRMIND project and the contact information.



In the first part of the HOME we have included the corporate video, a description of Nesplora and a link to the collaborate section. Once the visitor clicks on the “COLLABORATE” button, s/he goes directly to a different page where information about VRMIND and the studies we are carrying out is shown and also a brief questionnaire that the potential collaborator in our studies can fill in. Once s/he presses the SUBMIT button, we receive an

email with her/his interest in collaborating and the details contact, so we then contact with him/her.



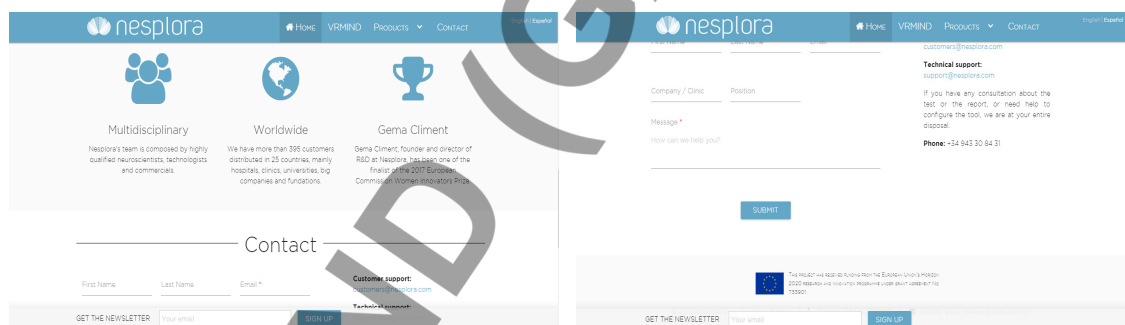
On the second part of the HOME section, the logos of the products with a direct link to them are shown:



Above, brief information about the VRMIND Project and a direct link to the project is shown.



Finally on the bottom of the HOME section, general information about the company and the contact application and details are shown.



4. VRMIND SECTION

This section aims to provide general information about the VRMIND project: Project overview; Objectives; Ambition of VRMIND, Timeline, Work Packages, Collaborators and Contact. Most of these sub-sections have fixed information content, but the Collaborators sub-section is updated each time we sign a new collaboration agreement.

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Project Overview

The overall objective of this project is the demonstration, clinically and in the market, of the higher performance of virtual reality environment based diagnosis systems for mental disorders, not only for children but also for adults; and not only by ourselves but also by independent collaborators that validate our findings.

VRMIND includes four virtual environments for diagnosis of four mental disorder families:

- Nesplora Aula, neuropsychological test for the assessment of attention in children from 6 to 16 years old is a computerized Continuous Performance Test (CPT) designed to evaluate attention processes and support the diagnosis of attention disorders. It is also valuable in other kind of disorders where attentional processes are essential like generalized developmental disorders, difficulties to learn or cognitive deficiencies. Nesplora Aula offers scores about: sustained attention, divided attention (visual and auditory), impulsivity, excessive motor activity (hyperactivity), tendency to distraction, processing speed, focus on the task, attentional difference between visual and audio stimuli and between more and less stimulating tasks, sterile movement, motor activity and fatigue for tasks. Also distinguishes the tendencies to the internal or external distraction. The normative study of Nesplora Aula with general population of Spain was published in Journal of Attention Disorders (Iriarte et al., 2012), and the convergent validity with Conners' Continuous Performance Test, the market leading test, has been published in Child Neuropsychology Journal (Iriarte et al., 2014) in 2014.

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Objectives

- The migration of Nesplora Aula Cream, Nesplora Aula Simple and Nesplora Sute and the development of Nesplora Aquarium to the SAKSUS 16.04.16 platform.
- The execution of field tests (prerequisite to perform normative clinical studies).
- To perform normative clinical studies for Nesplora Ice Cream, Nesplora Aula and Nesplora Aquarium in collaboration with relevant collaborators (researchers). The output of these clinical studies will be normatively valid and scientifically sound normative studies for these products.
- The elaboration of "regional based" independent validation clinical studies in Europe, USA and LATAM in collaboration with relevant practitioners and collaborators in these regions. The output of these studies will be mainly in the form of validated publications.
- The execution of a dissemination and communication plan as a consequence of the performed clinical studies.

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Ambition of VRMIND

The novelty of the innovation business project relies on being the unique mental disorder diagnostic system combining neuroscience and virtual reality, with clinically validated evidence, available on the market. VRMIND diagnosis system comprises basically the system itself (hardware) and a range of virtual reality environments for diagnosis. These include specific VR environments simulating the most appropriate daily life situation to diagnose a specific disorder, and a diagnosing protocol that asks the patient to execute several operations and answer questions while the system introduces different environmental stimuli, such as interruptions, unexpected sounds and images. The whole set of operations, questions, interruptions and virtual environment, and the responses of the patients, are clinically studied and included in the normative studies developed for the validation, standardization and homologation by practitioners, scientific and health authorities, exactly like what is done in the case of conventional tests. VRMIND offers the following advantages and innovations:

- Ecological validity of the diagnosis protocols, leading to higher accuracy. Clinical evidence has demonstrated that the virtual reality environments simulated on VRMIND are powerful enough to create a solid correlation between diagnosis results and daily life behaviour of patients.
- Scientifically demonstrated capacity for the correlation of multiple diagnosis variables. Unlike the conventional tests VRMIND is simultaneously registering multiple diagnosis variables at the same time. The introduction of time as a solid and accurately measured

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Timeline



Work Packages

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Work Packages

The project is structured in 6 Work Packages (WP) including one completely devoted to "Management and coordination" and another one to "Dissemination and communication". The latter is fed by the deliverables and results obtained during the three work packages dedicated clinical studies (field test, normative and validation) and results from each region (Europe, LATAM, North America).



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Collaborators

NESPLORA COLLABORATORS



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Contact

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5. PRODUCTS SECTION

In this section the visitor can get information about the products already on the market and about the other products that will be deployed into the market soon. Currently, in this section the visitor can find information about Nesplora Aula, Nesplora Aula School, Nesplora Aquarium and Nesplora Ice Cream.

5.1 Nesplora Aula

Nesplora Aula is the section with more information since this is the product that has been in the market for longest. In this section, apart from a summary of the tool, we can find information about certified centres with Nesplora Aula, to download the Publication Dossier, brief statements about the tool, and an extensive sub-section regarding the automatic report generated by this tool: a description of the report, a video about how to interpret it and some report examples.

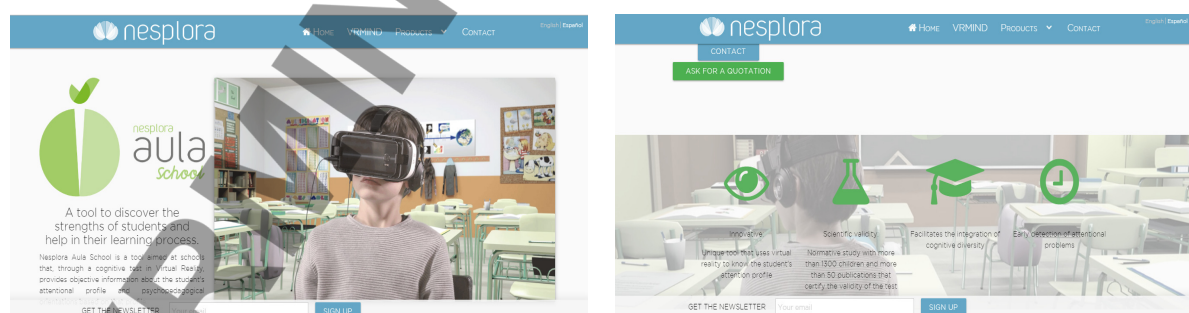


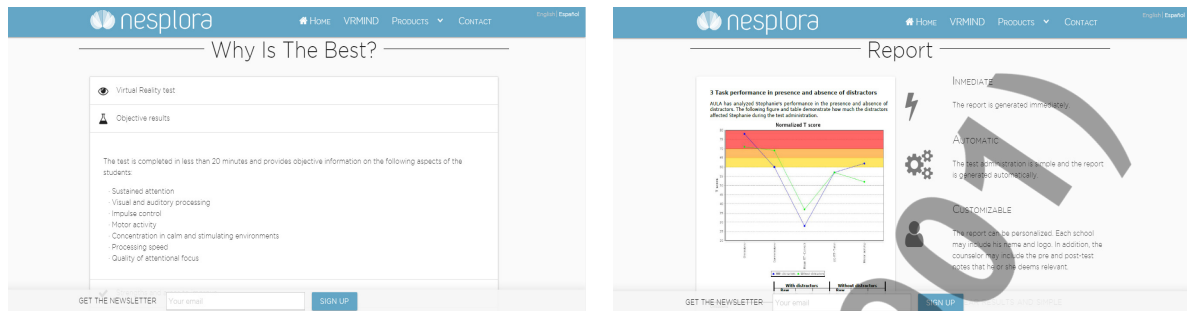
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5.2 Nesplora Aula School

The Nesplora Aula School section has a similar structure as the Nesplora Aula one. In this section, apart from the information about the tool and the report, the visitor can also ask for a quotation by filling in a questionnaire.

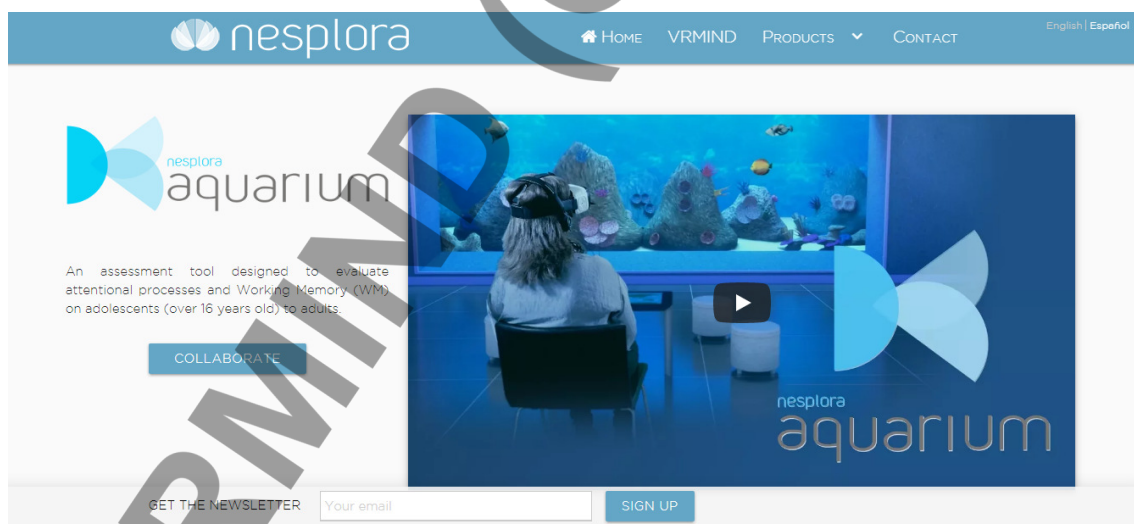




5.3 Nesplora Aquarium

The Nesplora Aquarium section has three main parts:

- On the top of the section, the visitor can find general information about the tool and a short video in which an adult simulates to be evaluated with the tool. By clicking on the COLLABORATE button the visitor can access to the application to collaborate in the studies with this tool.



- In the middle of the section information about the advantages of the tool can be found.



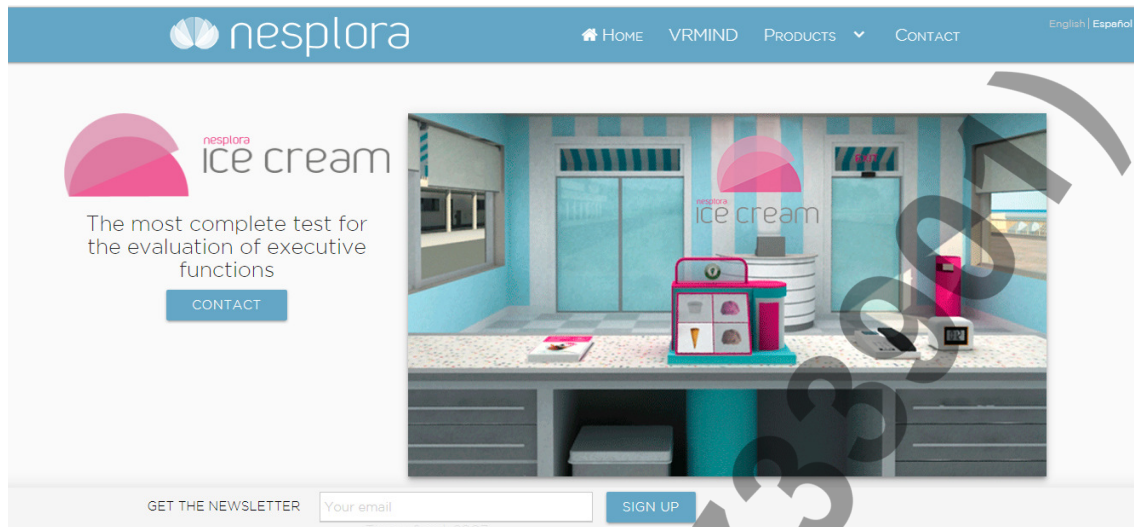
- On the bottom, there is some information about the report.



5.4 Nesplora Ice Cream

Nesplora Ice Cream section has also three different sub-sections:

- On the top, the visitor can find the purpose of this test and also an image of it.



- In the middle there is some information about the advantages of using this tool.

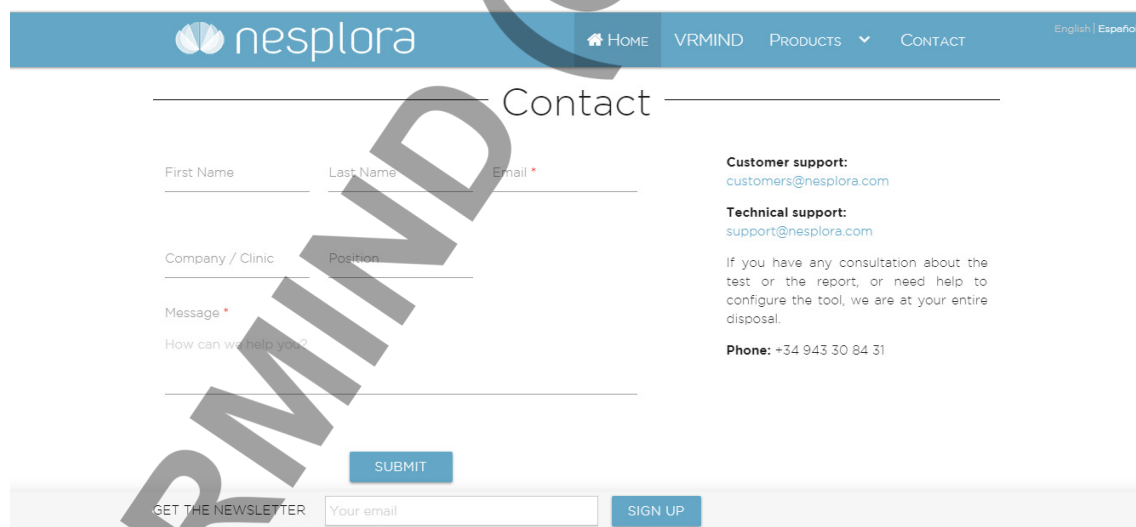


- On the bottom, the concrete goals of the test can be found.



6. CONTACT SECTION

This last section provides information about the contact details, including a contact form.



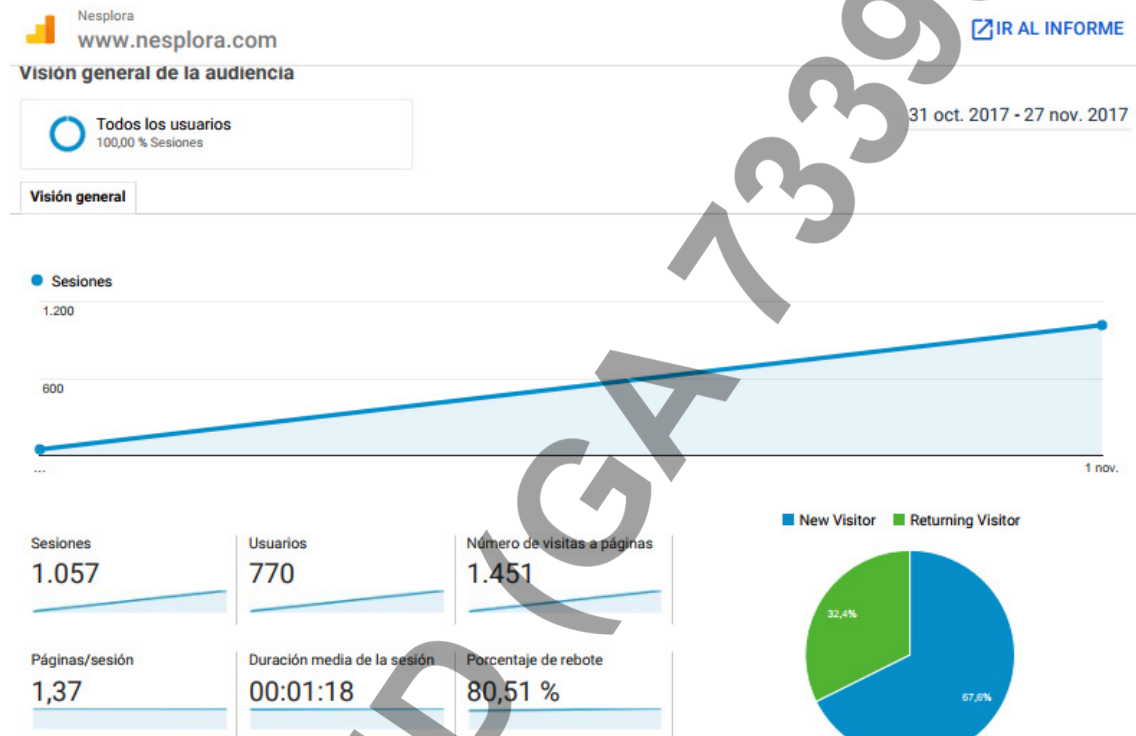
7. CONCLUSIONS

Currently we have a website in both English and Spanish with the basic information of the company, the VRMIND project and our current and upcoming products. Below some screenshots of the Spanish version of the website are shown.

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The next step is to integrate a payment gateway into this web so the customer can directly acquire our products in the website.

In the last month (from October 31st until November 27th), the number of visits to this website was 1451 in 1057 sessions and from 770 users. This means about 25.5 users per day. The average time of user sessions on the website was 1 minute and 18 seconds.



Most of the users come from Spain (75.50%). The other five countries with more number of visitors are United States (5.39%), Mexico (5.11%), Chile (2.27%), Argentina (1.42%) and Honduras (1.23%).

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% de nuevas sesiones


67,55 %

	País	Sesiones	% Sesiones
1.	Spain	798	75,50 %
2.	United States	57	5,39 %
3.	Mexico	54	5,11 %
4.	Chile	24	2,27 %
5.	Argentina	15	1,42 %
6.	Honduras	13	1,23 %
7.	Panama	7	0,66 %
8.	Bolivia	6	0,57 %
9.	Germany	6	0,57 %
10.	Ecuador	6	0,57 %

Nexplora
www.nexplora.com

[IR AL INFORME](#)

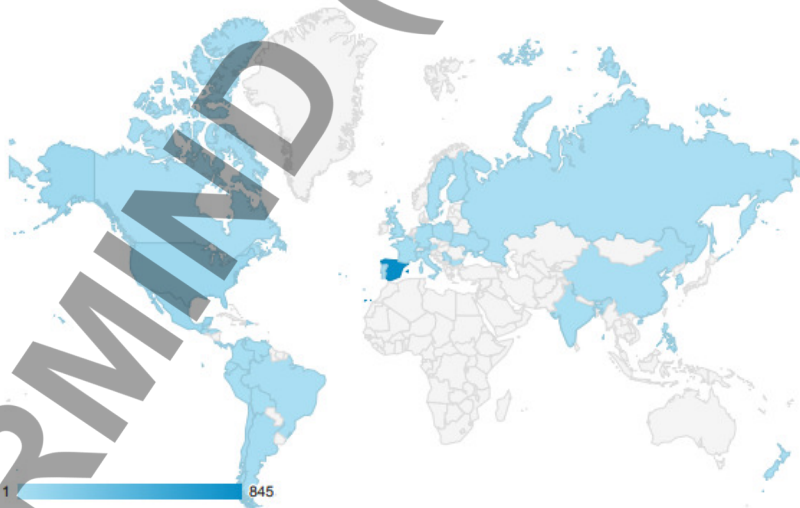
Ubicación

 Todos los usuarios
100,00 % Sesiones

29 oct. 2017 - 27 nov. 2017

Gráfico de visitas por ubicación

Resumen



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País	Adquisición			Comportamiento			Conversiones		
	Sesiones	% de nuevas sesiones	Usuarios nuevos	Porcentaje de rebote	Páginas/sesión	Duración media de la sesión	Porcentaje de conversiones del objetivo	Objetivos cumplidos	Valor del objetivo
	1.122 % del total: 100,00 % (1.122)	67,91 % Media de la vista: 67,83 % (0,13 %)	762 % del total: 100,13 % (761)	80,30 % Media de la vista: 80,30 % (0,00 %)	1,37 Media de la vista: 1,37 (0,00 %)	00:01:17 Media de la vista: 00:01:17 (0,00 %)	0,00 % Media de la vista: 0,00 % (0,00 %)	0 % del total: 0,00 % (0)	0,00 \$ % del total: 0,00 % (0,00 \$)
1. Spain	845 (75,31 %)	64,14 %	542 (71,13 %)	78,11 %	1,41	00:01:23	0,00 %	0 (0,00 %)	0,00 \$ (0,00 %)
2. United States	61 (5,44 %)	93,44 %	57 (7,48 %)	98,36 %	1,02	<00:00:01	0,00 %	0 (0,00 %)	0,00 \$ (0,00 %)
3. Mexico	55 (4,90 %)	65,45 %	36 (4,72 %)	89,09 %	1,15	00:00:31	0,00 %	0 (0,00 %)	0,00 \$ (0,00 %)
4. Chile	24 (2,14 %)	75,00 %	18 (2,36 %)	70,83 %	1,58	00:02:27	0,00 %	0 (0,00 %)	0,00 \$ (0,00 %)
5. Argentina	18 (1,60 %)	83,33 %	15 (1,97 %)	83,33 %	1,33	00:01:26	0,00 %	0 (0,00 %)	0,00 \$ (0,00 %)
6. Honduras	14 (1,25 %)	0,00 %	0 (0,00 %)	78,57 %	1,29	00:00:17	0,00 %	0 (0,00 %)	0,00 \$ (0,00 %)
7. Panama	7 (0,62 %)	71,43 %	5 (0,66 %)	100,00 %	1,00	00:00:00	0,00 %	0 (0,00 %)	0,00 \$ (0,00 %)
8. Bolivia	6 (0,53 %)	100,00 %	6 (0,79 %)	50,00 %	2,00	00:00:40	0,00 %	0 (0,00 %)	0,00 \$ (0,00 %)
9. Colombia	6 (0,53 %)	83,33 %	5 (0,66 %)	50,00 %	1,50	00:02:18	0,00 %	0 (0,00 %)	0,00 \$ (0,00 %)
10. Germany	6 (0,53 %)	83,33 %	5 (0,66 %)	83,33 %	1,17	00:00:01	0,00 %	0 (0,00 %)	0,00 \$ (0,00 %)

Filas 1 - 10 de 40

In light of these results, we can say that the website provides updated and complete information about Nesplora products and about VRMIND project. The traffic results of the website are not bad and we continuous working in order to get better results and a payment gateway into this website.