VRMIND– Virtual Reality Based Evaluation of Mental Disorders
SME2 – Ref: 733901
H2020 – SME Inst – 2106/2017

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Duration: 24 month

D6.1 – Website and landing pages

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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.
D6.1 – VRMIND website and landing pages

[Images of the VRMIND website and landing pages are shown, including sections on Project Overview, Ambition of VRMIND, Work Packages, and Collaborators.]
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.
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.
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 31<sup>st</sup> until November 27<sup>th</sup>), 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%).
### % of new sessions

<table>
<thead>
<tr>
<th>País</th>
<th>Sesiones</th>
<th>% Sesiones</th>
</tr>
</thead>
<tbody>
<tr>
<td>España</td>
<td>708</td>
<td>75,50 %</td>
</tr>
<tr>
<td>Estados Unidos</td>
<td>37</td>
<td>5,39 %</td>
</tr>
<tr>
<td>México</td>
<td>34</td>
<td>5,33 %</td>
</tr>
<tr>
<td>Chile</td>
<td>24</td>
<td>2,37 %</td>
</tr>
<tr>
<td>Argentina</td>
<td>14</td>
<td>1,42 %</td>
</tr>
<tr>
<td>Honduras</td>
<td>19</td>
<td>1,93 %</td>
</tr>
<tr>
<td>Panamá</td>
<td>7</td>
<td>0,66 %</td>
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<tr>
<td>Bolivia</td>
<td>6</td>
<td>0,57 %</td>
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<td>Alemania</td>
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</tr>
<tr>
<td>Ecuador</td>
<td>6</td>
<td>0,57 %</td>
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</tbody>
</table>
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.