Website Development Brief

Everywhere Health is a new healthtech startup developing a next-generation smartwatch replacement wriststrap that transforms standard 1-lead smartwatch ECG monitoring into 6-lead ECG capabilities - all while keeping costs low by leveraging existing smartwatch sensors.

To help bring our vision to life, we're hosting a Website Design & Development Competition to create our brand website.

Total prize pool: up to AUD$1000 + future contracting priority
- 1st Place: $200 + $700 if your submission is selected for deployment (with future contracting priority)
- 2nd & 3rd Place: $50 each

Deadline	Sunday, November 23rd, 11:59pm Sydney time (GMT+11)
Submit to	ewh.contactus@gmail.com with subject "SUBMISSION - Your Name"
Requirement	Link to a live demo (Netlify, Vercel, GitHub Pages, or Docker container) and a Git repository. Include build instructions and a short README describing decisions and licenses for third-party assets.

Please contact ewh.contactus@gmail.com if you have any questions regarding the competition.

By participating in this competition, you agree to the terms and conditions as set out in the *Terms and Conditions* section of this brief.

For visual brand identity and materials, please see resource files at www.PlaceholderGoogleDriveLink.com

Table of Contents

Brand Identity and Story

Brand name: Everywhere Health

Tagline: *Health for everyone, everywhere*

Company type: Medical technology startup

Company vision:

- Our vision is to build a connected family of health monitoring devices that seamlessly fit into everyday life.

- By harnessing data passively collected through daily activities, we aim to provide continuous insight into each person's overall health - empowering individuals to take control of their wellbeing, detect problems early, and make informed decisions about their care.

Company mission:

- To integrate intelligent health monitoring into daily life.

Focus product: ECG Enhance (see below)

Brand personality: Reliable, empowering, innovative, approachable, personal

Product

Flagship product: ECG Enhance

- A smartwatch strap that leverages the existing inbuilt smartwatch sensors to enable affordable and accessible heart care

Features:

- Integrated with everyday activities
  - Record an ECG simply by sitting and placing your watch on your lap
- Asynchronous 6-lead ECG capability
  - Existing smartwatches only have a 1-lead ECG, which can only record Atrial Fibrillation which accounts for only 27.4% of arrhythmias (source)
  - ECG Enhance can improve detection of remaining arrhythmias from 7% to 95% sensitivity
- Proprietary AI diagnostics
  - Real-time rhythm analysis and alerts for abnormalities
- Easy export to clinicians
  - Share ECG reports directly with doctors or telehealth providers
- Accessible price
  - By leveraging inbuilt smartwatch sensors, ECG enhance delivers advanced ECG monitoring at a fraction of the current cost ($40, compared to competitors - $280 + $100/year)

Website Requirements

Landing Page

Purpose:

- To introduce and inform customers about ECG Enhance
- **Serve as the primary traction metric (visitors → actions)**

Required (at minimum):

- Hero section - clear headline and product showcase
- Why heart care
    - 1 in 3 people will die from cardiovascular disease (source)
    - 70% of the population is at risk of heart disease (source)
    - Up to 60% of heart attacks go undetected (source)
- Key features (see above)
- Buy now section
    - Button triggers a popup stating the product is *not yet TGA approved* and inviting users to join the mailing list
    - Must record number of clicks: serves as the primary action metric
- Learn more section
    - Patients (get started → join mailing list)
    - Clinicians (link to clinicians page)
    - Telehealth & Insurances (link to businesses page)
- Join mailing list (in header, footer, or separate section - designer's choice)
- Contact us section
    - Require: name, email, message
    - Option to (default opt in) join mailing list upon submission
    - Business inquiries: ewh.contactus@gmail.com

Product Page

Purpose:

- To provide a detailed description of ECG Enhance

Required:

- Details (see Product section)
- Buy now - same requirements as landing page

<u>Clinicians Page</u>

Purpose:

- This page is intended as the landing page for medical professionals
- To convince clinicians to use it and refer it to their patients, and invite them to join the research and trial process if they are interested via email contact

Required:

- Hero section (as above)
- Statistics
    - Smartwatch ownership ([source](#))
        - Currently 36% of Australians own a smartwatch
        - An additional 37% of Australians will own a smartwatch by 2030
        - This is a 12.5% CAGR (compound annual growth rate)
    - Health statistics
        - 20.5 million deaths globally each year from cardiovascular diseases ([source](#))
        - Of these, 45,000 are Australian deaths ([source](#))
    - Benefits of early diagnosis and treatment
        - ECG screening reduced sudden cardiac deaths in young athletes by 89% ([source](#))
        - Up to 60% of heart attacks undetected ([source](#))
        - All-cause and cardiovascular mortality rate >30% greater than general public after first heart attack ([source](#))
- Benefits
    - Early arrhythmia detection - detects >95% of arrhythmias compared to ~25-30% with current smartwatches, enabling earlier diagnosis and treatment.
    - Affordability - ECG Enhance retail price of $40 versus ~$200/day for rented Holter monitors or $280 + $100/year for existing consumer grade ECG monitors
    - Convenience - worn like a normal smartwatch strap; enables 30-second ECG recordings anytime, anywhere.

- ○ Accessibility - removes need for referrals, or bulky Holter monitors, benefiting rural and mobility-limited patients
- ○ Diagnostic-grade accuracy - provides an asynchronous 6-lead ECG (versus single-lead on current wearables) for clinical-level insight
- ○ Data empowerment - patients can review, store, and share ECG data directly with clinicians or telehealth services.
- ○ Peace of mind - continuous reassurance for patients at risk of cardiac events or with prior arrhythmias
- ● FAQ:
  - ○ 5 placeholder questions with expandable answers
- ● Learn more, request demo, or join research section (pop up)
  - ○ Full name, role, email, message
  - ○ Check box for learn more, request demo, and/or join research

Businesses Page

Purpose:

- This page is intended as the landing page for companies who may be interested in partnerships - including insurance and telehealth companies

Required:

- Hero section (as above)
- Statistics
  - Smartwatch ownership ([source](#))
    - Currently 36% of Australians own a smartwatch
    - An additional 37% of Australians will own a smartwatch by 2030
    - This is a 12.5% CAGR (compound annual growth rate)
  - Health statistics
    - 20.5 million deaths globally each year from cardiovascular diseases ([source](#))
    - Of these, 45,000 are Australian deaths ([source](#))
  - Benefits of early diagnosis and treatment
    - ECG screening reduced sudden cardiac deaths in young athletes by 89% ([source](#))
    - Up to 60% of heart attacks undetected ([source](#))
    - All-cause and cardiovascular mortality rate >30% greater than general public after first heart attack ([source](#))
  - Target customers
    - Elderly
    - Patients with existing heart conditions
    - People living in rural or remote areas (who are more likely to make use of telehealth)
    - People wanting to monitor their health
- Why partner with us
  - Smartwatch manufacturers:

- - - Instantly expand your device's medical capabilities - from AF detection to >95% of arrhythmias without redesigning hardware. Differentiate your product, boost revenue, and accelerate regulatory approval through shared validation
  - Telehealth providers:
    - Asynchronous 6-lead ECG for real-time arrhythmia detection and remote diagnosis. Improve patient outcomes while lowering monitoring costs and avoid the hassle with renting monitors
  - Insurers and health agencies
    - Detect heart conditions early and prevent costly cardiac events. Deploy at scale for less than $40 per user and gain actionable health outcome insights
- Contact us (refer to contact us section in landing page)

About Us Page

Purpose:

- To provide information about the company vision, mission, and team

Required:

- Company vision:
    - Our vision is to build a connected family of health monitoring devices that seamlessly fit into everyday life.
    - By harnessing data passively collected through daily activities, we aim to provide continuous insight into each person's overall health - empowering individuals to take control of their wellbeing, detect problems early, and make informed decisions about their care.
- Company mission:
    - To integrate intelligent health monitoring into daily life.
    - At Everywhere Health, we believe healthcare should fit seamlessly into our everyday lives. No complicated instructions. No unnecessary steps. Just a network of simple health monitoring devices to analyse your overall health passively through everyday activities.
        - Accessible healthcare
            - By providing affordable monitoring devices, we ensure that health is accessible for everyone, everywhere.
        - Early detection
            - Our focus is on early detection and early treatment. By building a network of passive health monitoring devices with long-term integration into telehealth, insurers, and healthcare systems, we can create an ecosystem where quick and reliable diagnostics can be made.
        - Patient empowerment
            - We put patients at the heart of everything we do. This isn't just about technology; it's about empowering people to take control of their own health through everyday activities.
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- Our team
    - Founders (must include placeholder link to LinkedIn profile)
        - Joseph Zhu; founder and CEO
        - Kaelan Nah; co-founder and hardware lead
        - Vanessa Wei; co-founder and design lead
        - Justin Tao; co-founder and software lead
        - Lucinda Zheng; co-founder and legal counsel
    - Also include: (must include placeholder link to research outputs)
        - Chief Science Officer
            - Please allocate space for 1 CSO in your submission and use a placeholder profile image and name
        - Medical advisory board
            - Please allocate space for 2 board members in your submission and use placeholder profile images and names
        - Associated researchers
            - Please allocate space for 3 researchers in your submission and use placeholder profile images and names
    - Partner with us
        - Clinicians (link to clinician page)
        - Businesses (link to businesses page)
    - Contact us (refer to contact us section in landing page)

Contact Us

- Can be a dedicated page *or* linked section on the landing page *or* popup - up to you
- Refer to contact us section in landing page for requirements

Footers

- Disclaimer: "ECG Enhance has not yet received TGA approval, this website is for informational purposes only"
- Socials (use placeholder links)
  - Linkedin
  - Instagram
  - Facebook
  - Twitter
  - Youtube
- Copyright (© 2025 Everywhere Health. All rights reserved.)

Other Requirements

Overall Design

- Modern and user-friendly UI with simple colours
- Main accent colour should be teal (#018B9B)
  - For full colour palette please refer to attached documents
- Main fonts:
  - Primary: Roboto
  - Secondary: Nunito
- Sufficient contrast between text and backgrounds
- Any animations and transitions should remain simple
- Good accessibility, including:
  - Meaningful text labels for images and other non-text content
  - Proper usage of semantic HTML elements where appropriate
  - Useable on mobile, tablet and desktop screen sizes

TGA Marketing Guidelines

- At the moment our product is not TGA approved. This means that our product cannot be advertised.
  - What counts as advertisement according to the TGA: [Understanding activities that represent advertising | Therapeutic Goods Administration (TGA)](#)
  - The website must be **informational**, avoiding statements of efficacy

Copyright

- All assets (images, icons, libraries, etc) must be licensed **for commercial use**

Code Requirements

- Use one of the following frameworks:
    - React
    - Vue
    - Angular
    - Svelte
    - Vanilla JS
- Provide instructions on how to build the application
    - Preferably, the application should be containerized using Docker, but it is not necessary
- As mentioned above, ensure that the licenses for any assets or libraries used allow for commercial use
- Acceptable levels of code organisation and modularisation into reusable functions and components where possible
- Consistent and descriptive naming for variables, functions and components.
    - Preferably camel case for functions and variables, pascal case for components.
- Avoid overly complex code; if unavoidable, use descriptive comments to document functionality.

Submission Requirements

Deadline: Sunday, November 23rd, 11:59pm Sydney time (GMT+11)

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Marking Criteria

Fulfils requirements - 15%

- Meets all required pages, sections, functionality, and design standards listed in the competition brief.

User Experience (UX) - 25%

- Ease of Navigation - Is it intuitive to move through the site?
- Clarity of Information - Is content structured clearly and easy to understand?
- Accessibility - Does the design consider accessibility (contrast, text size, screen readers)?
- Use of Media - Are visuals used to support content without clutter?

Visual Design & Branding - 20%

- Aesthetic Appeal - Is it visually appealing and modern?
- Brand Alignment - Does it reflect the brand personality: reliable, professional, personal?

Practicality & Feasibility - 15%

- Technical Realism - Can the design be easily implemented?
- Responsiveness - Does it adapt smoothly across different devices (desktop, tablet, mobile)?

Code Style & Maintainability - 15%

- Content Manageability - Can updates and maintenance be carried out easily?
- Scalability - Can the design grow with future features without major rework?
- Performance Considerations - Is the design mindful of load speed, lightweight assets, and efficient media use?

Search Engine Optimisation (SEO) - 10%

- Semantic Structure - Does the site use clear HTML structure and appropriate tags (headings, alt text, metadata)?
- Site Architecture - Are important pages within three clicks of the homepage, with logical interlinking between relevant pages?
- Technical SEO Elements - Are sitemap.xml and relevant schema markup included? Are alt tags descriptive and accurate?
- Performance Considerations - Is the design mindful of load speed, lightweight assets, and efficient media use?

Terms and Conditions

1. Organiser

This competition is organised by Everywhere Health Pty Ltd ("Everywhere Health", "we", "us", or "our"), an Australian-based health technology company.

2. Eligibility

- Open to individuals aged 18 years and over.
- Entries may be submitted individually or as a team (one representative contact required).
- Employees, contractors, and affiliates of Everywhere Health are not eligible for prizes.

3. Competition Overview

Participants are invited to design and develop a brand and landing website for Everywhere Health's product *ECG Enhance* in accordance with the published Competition Brief.

Prizes:

- 1st place - AUD $200
- 2nd place - AUD $50
- 3rd place - AUD $50
- Deployment Prize: AUD $700 if Everywhere Health elects to use the winning design and source code for commercial or production purposes.

4. Entry Submission

- Submissions must be original work created by the entrant(s).

- Entries must comply with the Code Requirements listed in the competition brief.
- Each entry must include a link to a live demo and access to the source code (e.g. GitHub repository).
- Entries close on the date specified on the competition website. Late or incomplete entries may not be considered.

5. Judging and Prizes

- Entries will be assessed according to the published Marking Criteria.
- Winners will be notified by email within 14 days of judging.
- Prize payments will be made via bank transfer or PayPal within 30 days of notification.
- The decision of the judging panel is final and not subject to appeal.

6. Intellectual Property & Ownership

6.1 Retained Rights

All entrants retain full ownership of their intellectual property unless and until Everywhere Health elects to purchase the rights as described below.

6.2 Transfer of Rights (Deployment Prize)

If Everywhere Health elects to use, adapt, or publish any submitted design, code, or related assets ("the Work"), the entrant agrees to sell and assign all intellectual property rights in the Work to Everywhere Health for a fixed payment of AUD $700.

This payment constitutes full and final consideration for exclusive ownership and commercial use rights, including modification, distribution, and reproduction in any medium.

Entrants whose work is selected will be notified in writing. Payment of the AUD $700 transfer fee will occur within 30 days of acceptance.

6.3 Licence for Evaluation

By entering, participants grant Everywhere Health a non-exclusive, royalty-free licence to view, test, and evaluate submissions for judging and internal assessment.

7. Warranties and Representations

By submitting an entry, participants warrant that:

- The submission is their original work and does not infringe any third-party rights.
- All third-party assets used (fonts, icons, images, libraries) are licensed for commercial use.
- They have full power to transfer rights under clause 6.2 if requested.

8. Limitation of Liability

Everywhere Health will not be liable for:

- Any loss or damage arising from participation or prize acceptance, except as required by law.
- Technical issues, corrupted files, or late submissions due to connectivity or upload errors.

9. Privacy

Contact details and personal information collected through entries will be used solely for administering this competition, notifying winners, and managing potential contracts. Data will be handled in accordance with the Privacy Act 1988 (Cth).

10. Disqualification

Everywhere Health reserves the right to disqualify any entry that:

- Violates these Terms,
- Contains plagiarised or infringing material, or
- Is inconsistent with the brief, law, or professional ethics.

11. Acceptance of Terms

By submitting an entry, participants acknowledge that they have read, understood, and agreed to these Terms & Conditions, including the assignment of intellectual property rights for AUD $700 if requested by Everywhere Health.

12. Governing Law

These Terms are governed by the laws of the State of New South Wales, Australia. Any disputes will be subject to the exclusive jurisdiction of its courts.