

Website Blueprint

OP-85551

Location: Chestertown, NY, USA (serving NJ & NY)

Business Type: Healthcare Technology – Maternal Mental Health AI Solutions

Target Audience: Initially investors and hospital system partners; ultimately pregnant and postpartum women at risk of depression or anxiety. Demographics: women aged 18–45, expectant or new mothers, healthcare professionals, hospital administrators. Psychographics: health-conscious, seeking mental health support, open to technology-driven solutions, concerned about maternal well-being.

Executive Summary

Perinatal.AI offers 'Melissa,' an AI-powered mental health coach designed to support pregnant and postpartum women who are at risk for depression and anxiety. What sets Melissa apart is its ability to personalize support based on each woman's unique needs and triggers, while providing immediate escalation to healthcare professionals and emergency services if necessary. By combining 20 years of healthcare experience, direct clinical input from OB/GYNs, and advanced AI, Perinatal.AI is well-positioned to stand out to investors and hospital partners as a safe, modern solution that bridges a critical gap in maternal mental health care.

Primary Goals

- Enhance maternal mental health outcomes through AI-powered support
- Establish partnerships with hospital systems and healthcare providers
- Attract investment to scale and deploy Melissa AI coach

Brand Values

- Personalization
- Safety
- Clinical Integration

Competitive Advantages

- Melissa is uniquely tailored to each patient's triggers and lifestyle
- Two escalation levels for immediate response to critical symptoms
- Integration with doctors, social workers, and emergency services for timely intervention

Visual Identity

Color Palette

Color Type	Color Swatch	Hex Value
Primary		#3A8DFF
Secondary		#EAF6FF
Accent		#FF82A9

Rationale: Soft blues and pink tones give a sense of calm, trust, and care. The accent pink adds warmth and friendliness, supporting the focus on maternal health and well-being. The gentle blue helps make the site look professional and reassuring to investors, hospitals, and mothers.

Typography

Heading Font: Montserrat

Body Font: Open Sans

Google Fonts Url: <https://fonts.googleapis.com/css2?family=Montserrat:wght@400;700&family=Open+Sans:wght@400;700&display=swap>

Imagery Style

Use photos that show diversity in mothers and families, with real, relatable faces. Include images of caring interactions, support, and gentle technology touches, like hands using a phone. Pictures should feel hopeful, inclusive, and supportive.

Overall Aesthetic

Comforting, trustworthy, and modern—welcoming to both hospital professionals and mothers. The site should look clean and organized, but with a caring touch.

Theme Style

Friendly healthcare—combining hospital-level trust and professionalism with a relaxed, approachable feel. Add gentle curves or rounded shapes to soften the look.

Layout Approach

Simple, clear, and mobile-friendly. Use lots of white space to make everything easy to follow. Key messages and calls-to-action should be front-and-center for investors, hospitals, and mothers. Each section should be easy to scan.

Regional Recommended

- Show images and colors that work well for New York and New Jersey audiences—focus on diversity and inclusivity.
- Use a tone that is warm but professional to appeal to both city and suburban areas.

Regional Avoid

- Avoid dark, heavy colors that could feel cold or uninviting.
- Stay away from overly technical or futuristic imagery that could make the site feel less personal.
- Don't use photos that only show one type of person or family, to make sure everyone feels welcome.

Requirements & Features

Homepage and Branding

Description: Show clearly that Melissa is an AI mental health coach for pregnant and postpartum women. Use a welcoming statement and slogan right at the top of the homepage. Place the provided logo where it is easy to see.

Validation: Homepage immediately explains the business focus within the first section and displays the logo.

Contact Information

Description: Make it easy for visitors to find your phone number and email on every page. Place a simple contact form on the contact page and make sure your hours of operation are easy to find.

Validation: Phone, email, and hours visible on every page; contact form works correctly.

Service Pages

Description: Include pages for 'Our Team', 'Current Capabilities', and 'Problems Addressed', using information from your uploaded files. Highlight Melissa's unique features and escalation process.

Validation: Each service page has clear explanations and covers information from provided documents.

SEO and Directory Listings

Description: Use plain language, focusing on terms like 'mental health', 'postpartum depression', and 'AI coach' for your directory profile and website. Target content and listings for NY and NJ regions.

Validation: SEO and directory profiles include geographic and key service wording as outlined.

Image Use

Description: Use the uploaded marketing collateral for relevant sections. Add professional, friendly images that represent your audience (expectant mothers, doctors, etc.).

Validation: Uploaded images are used appropriately; any supplemental stock images fit the audience.

Social Media Links

Description: Omit unnecessary social media sections since none are active yet. Make it easy to add in the future.

Validation: No broken or empty social media icons on the live site.

Accessibility and Ease of Use

Description: Make pages load quickly and use clear fonts and large buttons. Make sure the site looks good and works well on phones and tablets.

Validation: No slow-loading pages; easy to read and use on mobile devices.

Page Structure & Recommendations

Homepage (*Landing*)

Purpose: Welcome visitors, explain what Perinatal.AI does, and make a strong first impression for both investors, hospital partners, and new mothers.

Sections

Hero

Purpose: Make sure people quickly see who you are, what you offer, and who it helps.

Key Elements:

- Logo and business name (Perinatal.AI)
- Short, clear headline explaining Melissa, the AI mental health coach for mothers
- Tagline: 'Meet Melissa, your AI powered mental health coach'
- Photo or graphics that feel caring and welcoming
- Menu at the top for easy access to other pages

Strategy: Show the value of Melissa immediately so visitors are interested to read more or reach out.

Psychology: Visitors decide in seconds if a site fits their needs, so trust and care must be clear up front.

Tone: Warm, clear, and supportive. Use everyday language mothers, investors, and hospitals will all understand.

Cta Block

Purpose: Guide visitors to take the next step, whether that's contacting Perinatal.AI, reading more, or learning about Melissa.

Key Elements:

- Easy-to-find button to contact you
- Short encouragement message: 'Learn more about Melissa' or 'Talk to our team'
- Phone and email displayed clearly
- Simple contact form or link to contact page

Strategy: Remove barriers and make it easy for investors, partners, or moms to start a conversation.

Psychology: People feel uncertain trying new technology for mental health, so reassure them it's easy and safe to take the next step.

Tone: Encouraging, respectful, and friendly. Keep instructions and messages simple and inviting.

Our Team (*About*)

Purpose: Showcase the expertise and dedication of the Perinatal.AI leadership and team.

Sections

Team Intro

Purpose: Introduce the leaders behind Perinatal.AI to build trust.

Key Elements:

- Photos or names of each team member

- Simple summaries about their backgrounds (CEO, AI expert, doctor, etc.)
- Highlight relevant experience in healthcare, technology, and maternal health

Strategy: Show credibility to reassure investors and partners that your team is experienced and trustworthy.

Psychology: People are more likely to trust a company when they can see the real people behind it.

Tone: Professional but personal. Friendly and straightforward, avoiding technical details.

Current Capabilities (*Service*)

Purpose: Describe what Melissa can do for mothers and healthcare partners.

Sections

Capabilities Listing

Purpose: Show how Melissa supports mothers and manages mental health risks.

Key Elements:

- List of key features (tailored coaching, emergency escalation, resource referrals)
- Easy-to-understand explanations for each feature
- Real-world benefits for mothers and healthcare

Strategy: Help visitors see why Melissa is unique and valuable, motivating them to engage.

Psychology: Clear lists and real-life benefits help people picture how your service fits their needs.

Tone: Supportive and practical. Highlight safety, care, and easy use.

Problems Addressed (*Problem*)

Purpose: Help visitors understand why Perinatal.AI exists by pointing out the challenges faced by pregnant and new mothers.

Sections

Problem Overview

Purpose: Highlight the mental health problems mothers face and what makes your solution needed.

Key Elements:

- Simple statements about anxiety, depression, and risks in pregnancy/postpartum
- Statistics or facts shown in plain language
- Specific mention of underserved groups (such as low-income mothers)

Strategy: Connect emotionally with visitors, showing you understand and care about these problems.

Psychology: When people see you 'get' their problem, they are more open to learning about your solution.

Tone: Empathetic and understanding. Avoid clinical language—write as if talking to a concerned friend.

Contact (*Contact*)

Purpose: Make it as easy as possible for visitors to reach out to you.

Sections

Contact Details

Purpose: Give clear ways for people to get in touch, whether for a partnership or support.

Key Elements:

- Phone number and email address shown clearly
- Contact form for direct messages
- Simple note about response times (for example: 'We respond within 1 business day')

Strategy: Remove doubts or confusion and encourage people to contact you.

Psychology: If people feel it's easy and welcome, more will take the step to reach out.

Tone: Warm and open. Tell visitors you are glad to hear from them.

Recommended Sections

- Company Story
- Team Profile
- Mission & Values

Psychology Insight

Building trust through relatable storytelling and demonstrating company values

Copy Tone Guidance

Authentic and engaging, highlighting the company's journey and ethos

Implementation

UX Psychology

Principle: Trust and Reassurance

Application: Put a clear and friendly message right away, letting visitors know their mental health is taken seriously and Melissa is built for their needs.

Implementation: Use warm, soft colors, testimonials (if possible in the future), and clear statements like 'You are not alone—Melissa is here for you.'

Principle: Simplicity

Application: Make it easy for people to find what they need quickly, whether they are hospital partners or mothers looking for help.

Implementation: Keep menus short, with simple words like 'About Melissa', 'How It Helps', 'Contact', and 'Our Team.'

Content Strategy

Area: Homepage and Service Pages

Recommendation: Use clear, everyday language to introduce Melissa and her main features on the homepage. Explain benefits and safety features on separate service pages. Use the uploaded PDFs for details.

Implementation: Rewrite content for each page using a tone that is caring and easy to understand. Add summaries and bullet points to help with quick reading.

Area: SEO Content

Recommendation: Focus content on phrases people actually use, like 'help with postpartum depression' and 'mental health support for new mothers' while tying in 'AI coach.'

Implementation: Ensure these phrases appear naturally in the site text, headings, and directory listings, especially for NY and NJ.

Conversion Optimization

Technique: Clear Calls to Action

Rationale: Visitors—especially partners or mothers—need to know exactly what to do next.

Implementation: Add simple and prominent 'Contact Us' and 'Learn More About Melissa' buttons on each page.

Technique: Easy Contact Form

Rationale: Some users might want to ask questions quickly without calling.

Implementation: Use a short contact form asking only for name, email, and message to lower barriers to reaching out.

Priority Focus

Category: Homepage Clarity

Description: Make sure people can see what Melissa offers right away.

Reason: First impressions are critical for both investors and expectant mothers.

Category: Service Details Using Uploaded Content

Description: Show what makes Melissa unique and safe, referencing the provided PDFs.

Reason: Build trust with partners and explain clear value for mothers.

Category: Contact Ease

Description: Make contacting you simple and quick.

Reason: Makes it easy for potential partners and users to reach out, increasing engagement.

Implementation Order

1. Homepage and branding setup
2. Contact information and contact form
3. Service pages with unique value and safety features
4. Image use and mobile readiness
5. SEO and directory setup for NY/NJ
6. Accessibility and performance checks

Risk Mitigation

Slow Website Load Times

Category: Technical

Suggested Action: Use only necessary features and images; don't overload pages so mothers and partners in a hurry can get information quickly.

Unclear Messaging for Diverse Audiences

Category: Communication

Suggested Action: Segment main areas so both investors/partners and mothers can each find what matters to them right from the home page.

Future Additions (like social media)

Category: Growth

Suggested Action: Design layouts so it's easy to add social media or more info later without a full redesign.

Business Impact

Impact Level: High