



Company Background: Lotus Education Institute

Team Size: 3-5 Students

Location: Mainly remote, client/team meetings will be held with Zoom, although in-person meetings are an option.

Company Background: [Lotus Education Institute](#) is a private vocational school licensed by the Colorado Department of Private Occupational Schools located in Golden, Colorado. The school was founded in 2013 and originally offered 500 hour Professional Massage Therapy training in the Roaring Fork Valley near Aspen, CO. Since 2018, the school has been in transition to the Denver metro area. COVID forced the owner to hold very small classes in large locations such as martial arts studios. The school is now ready to scale. The Golden location now has four treatment rooms and two large classrooms which could potentially host, 64 clients a week and 24 students per year. Professional licensed massage therapists must attend a state-licensed 500 hour program and pass both background checks and a national certification exam. The current training is hybrid – 350 hours are online and 150 (one weekend per month over 8 months) are in-person.

Project Summary: The current business website is hosted on Wordpress and lacks application, registration, communication, and payment features. The website needs much SEO attention. In order to be competitive, the business website must have better accessibility and web presence. All data acquired on the website must be protected and easy to navigate with automatic replies and reminders. Here is a list of prioritized tasks:

- restructuring and updating the website
- improving SEO aspects of the website
- adding a student registration and communication feature
- adding a classroom rental feature
- adding auto communication with students/clients
- creating client / student databases for future promotions
- adding a client booking + payment application feature

Key Skills/Technologies:

- Experience or ability to learn Wordpress programming languages (HTML, CSS, JavaScript, PHP)
- Website design
- Website internet marketing strategies

Student Benefits:

- Freedom to develop a creative solution to the problem.
- Future paid internship opportunities
- Build leadership skills by seeing the project through to completion.
- Opportunity to work on a project that is high impact and can make a difference



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