



FaceSPec

Website replacement & brand handoff — evaluation of the current site, the proposed design with screenshots, the review log, and an advertising & PR perspective for a practice that intends to stay small.

SEOLHEE PATEL, NP · 1 BOERUM PLACE, SUITE 210, BROOKLYN HEIGHTS ·
FACESPEC.COM

Prepared July 10, 2026 · for refinement & finalization

How to use this package

One page of context before anything else.

The situation. FaceSPec is the solo practice of Seolhee Patel — a board-certified NP (NYU) with ten years of NYC emergency-room and surgical-ICU nursing, several years of hospice care, and in-person training under a dermatologist in Gangnam, Seoul. She offers Korean-style skin treatments (Skin Botox / the Glow Facial, baby Botox, SkinVive, PRP) and a small set of IV infusions from a private suite by Borough Hall.

The constraint that shapes everything. She does not want to grow big. No social media, no ads, no flood of patients — the practice stays deliberately small so she keeps flexibility for her family. Success is a full-enough book of the *right* patients at confident prices. Every recommendation in this document was filtered against that; anything that optimizes for volume was discarded on principle.

The deliverables.

ITEM	WHERE
Live interactive mockup	claude.ai/code/artifact/90cf0b76-199a-40d1-8acb-76b37387a0d4
Source (one self-contained HTML file)	<code>index.html</code> in the repo / zip
Design brief & constraints	<code>docs/design-brief.md</code> — read before editing
Evaluation of the current site	<code>docs/site-evaluation.md</code> (condensed in §2 here)
Old-site content archive	<code>docs/current-site-content.md</code>
Review log & open items	<code>docs/review-log.md</code> (condensed in §5 here)
Advertising & PR playbook	<code>docs/advertising-pr.md</code> (condensed in §6 here)
Raw multi-agent research	<code>research/workflow-outputs.json</code>

If you only do four things next: (1) walk the live mockup on a phone and in dark mode; (2) verify the facts flagged in §5 with Seolhee before launch; (3) plan the half-day photo shoot the two placard frames are waiting for; (4) wire the note form to skp@facespec.com — it currently confirms without sending.

Why facespec.com needed replacing

Audited page by page; reviewed through brand, UX, copy, and patient-trust lenses.

The raw material is genuinely rare — an authentic Gangnam apprenticeship, a decade of critical-care medicine, artistic restraint — but the current Squarespace site never assembles it into a claim. For a practice whose only channel is word of mouth, the site has exactly one job: **confirm the story the referring friend already told**. It currently undercuts that story.

Critical

- **No positioning.** The homepage is four bullets of interchangeable medspa boilerplate; the Gangnam + critical-care + artistry triad appears nowhere as one claim.
- **Precision errors on a precision brand.** The site-wide H1 reads “Where Art Meet Wellness”; the products section says “three botulinum toxin products: Jeuveau and Xeomin” (counts two); price formats drift. Copy sloppiness reads as a proxy for clinical sloppiness.
- **No booking path.** Zero CTAs anywhere; the only door is a generic contact form with no reply expectation.
- **Zero photography.** No portrait, no room, no entrance — the person who will inject your face is visually anonymous.
- **About is the real conversion page and it's buried** — one unstructured paragraph, fifth in the nav, and it ties hospice work directly to selling IVs, which unsettles rather than comforts.

Major

- Medspa-chain information architecture: a pricing page named “Menu” with ✨ emoji headers, a leftover shopping-cart icon, no footer.
- Treatment names collide across pages (three different names for the signature treatment), so descriptions can't be mapped to prices.
- All substance hidden in closed accordions.
- Regulatory exposure: disease-treatment claims for compounded IVs (“insulin sensitivity,” “neuropathy,” “detox”), no FDA disclaimer, “Botox” used generically for products she doesn't stock.
- No trust scaffolding: no what-to-expect, no safety talk, no before/after policy — and with no social media there is nowhere else to see her work.

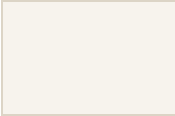
Worth preserving

The first-person voice (“I offer a limited set of IVs. Each has a specific purpose.”), the deliberately short service list, transparent pricing, and the site's accidental quietness — no popups, feeds, or funnels. The redesign keeps all four.

“Suite 210 — The Quiet Clinic”

Winner of a judged three-direction pitch, with the best ideas of the runners-up grafted in.

Core idea: the site behaves like the practice — a private clinic that assumes you were referred. One calm scrolling page, engraved-stationery register, first-person clinician voice, one door in. Korean heritage appears as *material* (celadon, one seal, one glossed word — 정성 *jeongseong*, devoted painstaking care), never as theme.

						
LINEN #F7F3ED	PAPER #FDFBF6	STONE #DCD4C6	TAUPE #746A5C	INK #2A241D	CELADON #57705F	CINNABAR #A34D39

Cinnabar appears exactly once on the entire site — the dojang seal beside her signature. Dark mode (“the evening clinic”) re-tokens every color to warm lamplight on charcoal; it is the same object after hours, not an inversion.

Typography: Palatino (system stack) for display and prices, the system sans for body, letterspaced small caps for labels, a script stack for the signature — no webfonts, so the single HTML file stays self-contained and CSP-safe.

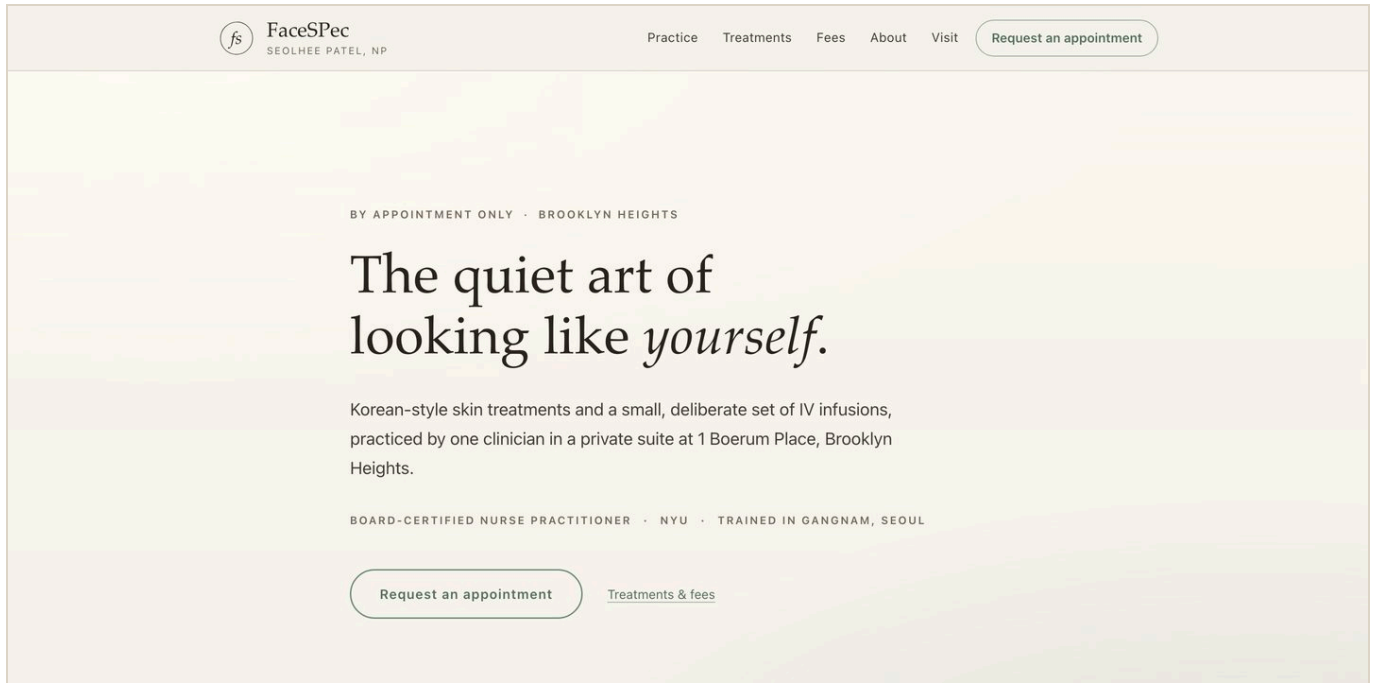
Voice: first person, present tense, short declarative sentences. No emoji, no exclamation marks, no superlatives, never the word “luxury.” Claims stated as what patients seek, with the FDA disclaimer where required. The recurring rhetorical move is restraint framed as skill:

“If you want a dramatic change, I’m probably not your clinician. If you want to look like yourself on a very good day, I am.”

Five signature moments: the fs seal system (masthead, section stamps, the one cinnabar dojang) · the injection-constellation diagram that proves the Seoul method visually · the CSS-gradient morning-light hero that becomes lamplight in dark mode · the dot-leader fee carte with a dated provenance block · photography-as-intent placards (“PORTRAIT TO COME”) pre-built to receive a real shoot.

The proposed site, section by section

Desktop at 1440px, light theme, captured from the working mockup.



HERO — the claim, the credentials, one door in. “By appointment only · Brooklyn Heights” replaces a broken tagline.

THE PRACTICE

Small by design. Every treatment, performed by me, start to finish.

FaceSPec is a one-person practice, and I intend to keep it that way. I see a limited number of patients each week, by appointment only — no rotating providers, no shared rooms, no one else's hands.

The work is subtle on purpose. My patients tend to hear “you look well-rested,” not “what did you do?” If you want a dramatic change, I’m probably not your clinician. If you want to look like yourself on a very good day, I am.

정성

jeongseong — the Korean word for devoted, painstaking care: attention given fully, without hurry. It is the standard I hold for every appointment.



THE TREATMENT ROOM, MORNING — PHOTOGRAPH TO COME



THE PRACTICE — small by design, stated as a feature; the 정성 (jeongseong) grace note; a placard frame awaiting the treatment-room photograph.



More points. Smaller doses. The Seoul method.

THE SEOUL METHOD

Trained where the technique was born

I trained in person in Gangnam, Seoul — the center of Korean dermatology — over multiple intensive stays, working twelve-hour days on patients alongside a Korean dermatologist. What I brought home is a technique, and a temperament.

Skin Botox, Korea's signature treatment, places very small doses across many fine injection points near the surface of the skin, rather than a few deep ones. Patients choose it for refined pores, smoother texture, and less oil — the polished, luminous skin Korean clinics are known for — while the face keeps its full range of expression.

A note on the word “Botox”: I use it the way patients do — as shorthand for botulinum toxin. In my practice I work with two FDA-approved products, Jeuveau and Xeomin. Which one is right for you, we decide together at your consultation.

THE SEOUL METHOD — the injection-constellation drawing (more points, smaller doses) and the honest “note on the word Botox” naming Jeuveau and Xeomin.

TREATMENTS

A short list, done well

I · INJECTABLE AESTHETICS

Skin Botox — the Glow Facial

 SIGNATURE

Korea's signature microinjection treatment: fine doses across the surface of the skin. Patients choose it for refined pores, smoother texture, and glow.

Also offered combined with Traditional Botox in a single session.

Traditional Botox

Forehead lines, frown lines, crow's feet — one to three areas. I dose conservatively, what many call *baby Botox*, so your face still moves and still reads as yours.

Focused Botox

Lip flip, gummy smile, bunny lines, chin. Also jaw tension and contour (TMJ), neckline definition, and underarm sweating (hyperhidrosis).

Commonly performed; whether they're right for you is assessed at your consultation.

SkinVive skin booster

Hyaluronic acid — a molecule your skin already makes — placed as microdroplets beneath the skin of the cheeks. FDA-approved to improve cheek smoothness, lasting around six months; patients also choose it for the hydrated look it gives.

PRP under-eye

Your own platelet-rich plasma, prepared in-suite and returned to the under-eye area — a gradual, biological approach to dark circles, hollows, and fine lines.

II · IV THERAPY

A limited set of infusions

Each has a specific purpose. I placed IVs for ten years in emergency rooms and intensive care; a brief health review precedes every infusion.

The Renewal · The Freedom · The Glory

Three vitamin-mineral blends built on magnesium, calcium, activated B12, B complex, and vitamin C. *The Freedom* adds double vitamin C and zinc — most often chosen around travel and demanding seasons. *The Glory* adds biotin and glutathione — the blend patients choose for skin and hair.

Antioxidants & NAD+

Glutathione is an antioxidant your body produces on its own; I offer it by IV as a single treatment or an add-on. **Alpha-lipoic acid** is another antioxidant, given at 250 mg. **NAD+** is a molecule every cell uses to make energy; levels decline with age. Infused slowly, at 500 mg.

IV nutrient therapy is elective wellness support. These statements have not been evaluated by the FDA, and these infusions are not intended to diagnose, treat, cure, or

TREATMENTS — open hairline rows replace closed accordions; the signature treatment carries a small fs seal; IV claims rewritten to compliant framing with the FDA line inline.

evaluated by the nurse, and these situations are not intended to diagnose, treat, cure, or prevent any disease.

Fees

STATED PLAINLY, AS THEY SHOULD BE

INJECTABLE AESTHETICS

Skin Botox — the Glow Facial	\$1,000
Korea's signature microinjection treatment	
Skin Botox + Traditional, combined session	\$1,400
Surface work for glow, deeper placement where lines have set	
Traditional Botox	\$350–\$900
One to three areas, dosed conservatively	
Focused Botox	\$150–\$250
Lip flip · gummy smile · bunny lines · chin	

FOCUSED ENHANCEMENTS

Neckline definition	\$1,200
Underarm sweating (hyperhidrosis)	\$1,200
Jaw tension & contour (TMJ)	\$500–\$1,000

SKIN BOOSTER & PRP

SkinVive skin booster	\$500–\$1,000
PRP under-eye	\$500

IV THERAPY

The Renewal	\$375
Magnesium · calcium · activated B12 · B complex · vitamin C	
The Freedom	\$400
The Renewal, with double vitamin C and zinc	
The Glory	\$450
The Renewal, with biotin and glutathione	
NAD+	\$500
500 mg, infused slowly	

SHOTS & ADD-ONS

Glutathione IV	\$150–\$200
1,000–2,000 mg · as an add-on to any infusion, \$75–\$100	
Alpha-lipoic acid IV	\$250
250 mg	
Vitamin B12, intramuscular	\$30
Recovery shot	\$30
FDA-approved anti-inflammatory and anti-nausea medications, given after a brief health review	

Fees are for treatment by Seolhee Pate, NP. Consultations are unhurried and never obligate treatment.

"Botox" is used here the way patients use it — as shorthand for botulinum toxin. I work with two

FEES — the carte: dot leaders, tabular Palatino prices, one price format, names that match the treatments section exactly, and the consultation footnote.



SEOLHEE PATEL, NP — PORTRAIT TO COME

ABOUT

Seolhee Patel, NP

I began as a nurse in South Korea, where I graduated first in my class and received the Young Nightingale Award.

Then, ten years in New York: emergency rooms across the city, and a surgical intensive care unit — places with no margin for error. That is the foundation of how I inject. I earned my master's degree at NYU and am a board-certified nurse practitioner, licensed in New York.

For several years I also worked in comfort care. Caring for people at the end of life taught me to listen, never to rush, and to treat every person with dignity. That pace is how I run this practice.

And then, Seoul again: I returned to Korea to train in person with a dermatologist in Gangnam — multiple intensive stays, twelve-hour days on patients — to learn the techniques this practice is built on.

"Precision is something you learn where mistakes are not allowed."

SEOUL	YOUNG NIGHTINGALE AWARD · FIRST IN CLASS
NEW YORK	EMERGENCY & SURGICAL ICU NURSING · TEN YEARS
NYU	MS · BOARD-CERTIFIED NURSE PRACTITIONER
GANGNAM, SEOUL	IN-PERSON TRAINING · SKIN BOTOX

ABOUT — the trust-safe arc (Korea → ER/ICU → NYU → comfort care as character → Gangnam), the provenance block, and her signature with the single cinnabar seal. "The SP in FaceSPec is me."

WHAT TO EXPECT

Three unhurried steps

01

Consultation

Every appointment begins with a conversation. I'll tell you honestly what I would do, what I wouldn't — and if a treatment isn't right for you, I'll say so.

02

Treatment

A private suite; you never share the space with other patients. I perform every treatment myself, start to finish.

03

Follow-up

I check results at two weeks and refine if needed. Subtle work deserves a second look.

You won't find my patients' faces online — I don't post them, and most people come to me precisely because the work is subtle enough that no one can tell. At your consultation, I can share consented before-and-after photographs privately.

WHAT TO EXPECT — consultation / treatment / follow-up, plus the no-social-media before-and-after policy stated as a virtue.

After ten years in emergency and intensive care, I hold aesthetic medicine to hospital standards.



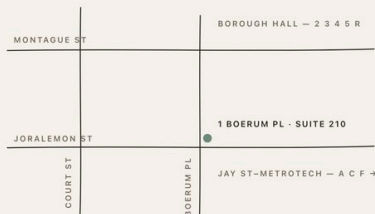
VISIT

**1 Boerum Place, Suite 210
Brooklyn, NY 11201**

HOURS By appointment only

EMAIL skp@facespec.com

PHONE (646) 703-3974



Two blocks from Borough Hall (2 3 4 5 R), across from the courthouse; A C F at Jay St—

Send me a note

The practice is by appointment only, and intentionally small. Write to me directly — this is the door in.

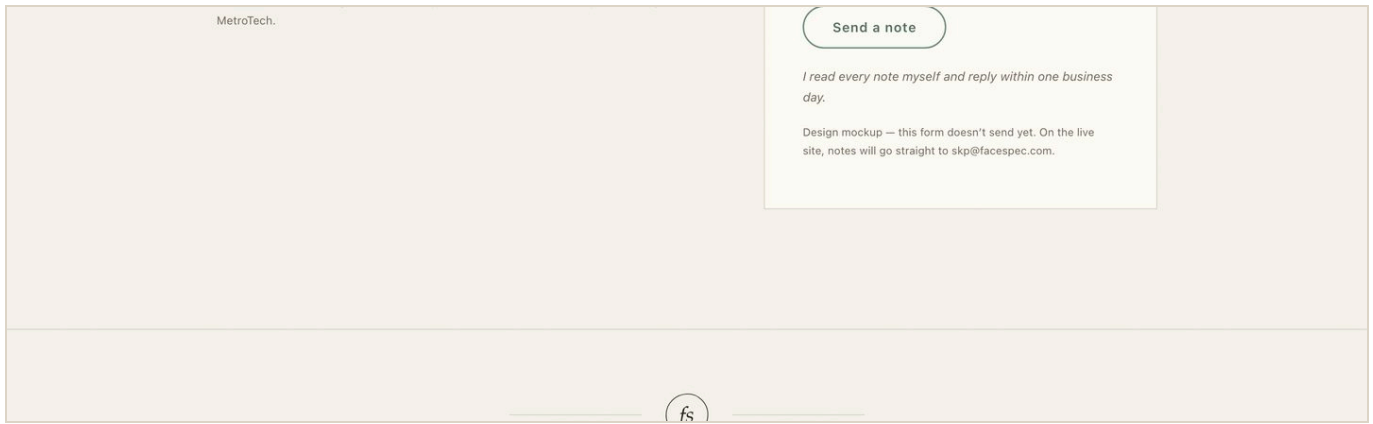
NAME

EMAIL OR PHONE

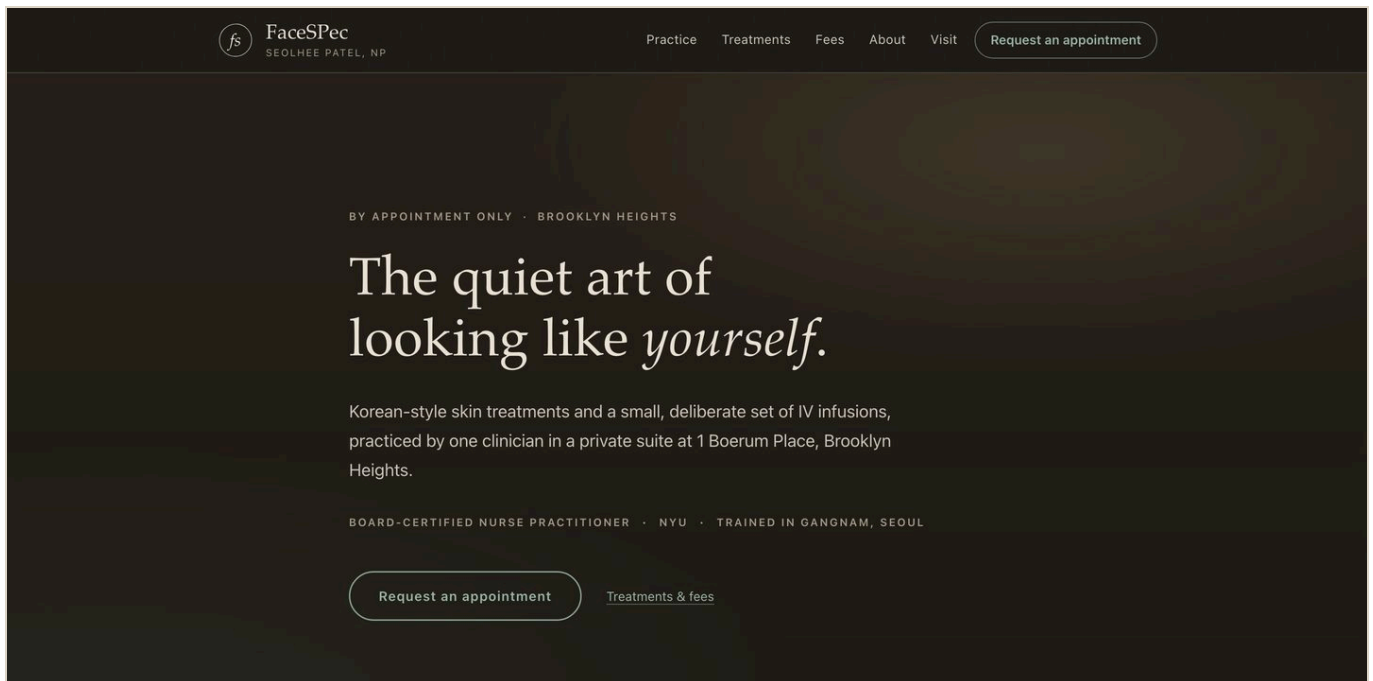
WHAT ARE YOU HOPING FOR?

WHO SENT YOU? (optional — most people arrive by word of mouth)

VISIT — hand-drawn map of the Boerum Place block with transit, tappable contacts, and the three-field “Send me a note” form (mocked; needs a backend).



FOOTER — credentials, the quiet sign-off "No social media. New patients by referral and inquiry.", and the legal line.



DARK MODE — "THE EVENING CLINIC" — warm lamplight on charcoal; every token re-mapped, contrast verified. The viewer's OS preference or theme toggle selects it.


FaceSpec
 SEOLHEE PATEL, NP

Practice
 Treatments
 Fees
 About
 Visit

BY APPOINTMENT ONLY · BROOKLYN HEIGHTS

The quiet art of looking like *yourself*.

Korean-style skin treatments and a small, deliberate set of IV infusions, practiced by one clinician in a private suite at 1 Boerum Place, Brooklyn Heights.

BOARD-CERTIFIED NURSE PRACTITIONER · NYU · TRAINED IN GANGNAM, SEOUL

Request an appointment

[Treatments & fees](#)

HERO — compact two-row masthead.

500 mg.
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Fees

STATED PLAINLY, AS THEY SHOULD BE

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 Facial
 Korea's signature microinjection treatment

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 The Renewal, with biotin and glutathione

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 500 mg, infused slowly

SHOTS & ADD-ONS

Glutathione IV — \$150-\$200
 1,000–2,000 mg · as an add-on to any infusion, \$75–\$100

Alpha-lipoic acid IV — \$250
 250 mg

Vitamin B12, intramuscular — \$30

Recovery shot — \$30
 FDA-approved anti-inflammatory and anti-nausea medications, given after a brief health review

FEES CARTE — single column, leaders intact.

the precisely because the work is subtle enough that no one can tell. At your consultation, I can share consented before-and-after photographs privately.

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VISIT

1 Boerum Place, Suite 210

Brooklyn, NY 11201

HOURS By appointment only
 EMAIL skp@facespec.com
 PHONE (646) 703-3974



Two blocks from Borough Hall (2 3 4 5 R), across from the courthouse; A C F at Jay St-MetroTech.

Send me a note

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NAME

EMAIL OR PHONE

WHAT ARE YOU HOPING FOR?

VISIT & FORM — tappable tel/mail links, 16px inputs (no iOS zoom).

Review & verification

Four independent review passes ran against the mockup before it shipped; everything they confirmed was fixed.

LENS	WHAT IT CAUGHT (ALL FIXED)
Compliance	SkinVive FDA claim scoped to the approved indication; outcome promises reframed as patient-sought; "Neck lifting" renamed; the recovery shot's contents and gating named; the Botox-shorthand disclosure added to the fee carte.
Copy (zero-defect)	NAD+ dose/price mismatch; a verbless fragment; a garbled sentence; naming drift between treatments and fees; tenure stated three ways; straight quotes → typographic.
CSS / HTML	Map labels clipped at every viewport (viewBox widened); a dead mobile scroll-margin rule; fragile <code>fill="var()"</code> SVG attributes moved to CSS; dead rules removed.
Accessibility	Light-mode taupe failed AA at small sizes (darkened, then re-verified mathematically on every surface); keyboard focus was suppressed on form fields; invalid submits gave no message and focused the wrong field; heading levels skipped; 15.5px inputs triggered iOS zoom.

Open items — the finish line

- **Photography:** a half-day shoot — portrait (3:4), treatment room, building entrance. The two placard frames are built to receive them.
- **Form backend:** wire "Send a note" to skp@facespec.com (Formspree / Basin / Netlify Forms on a static host, or rebuild in Squarespace with its form block).
- **Verify with Seolhee:** certifying board (ANCC vs AANP) and MS vs MSN; NAD+ tiers; whether the Gangnam dermatologist may be named; the seal hangul 설희; whether "The SP in FaceSpec is me" lands with her.
- **Logo:** the fs mark is a faithful recreation — swap in a traced vector of her original if one exists.

Marketing a practice that must stay small

Three specialist perspectives, one conclusion: everything is verification, nothing is promotion.

For a capacity-capped practice, marketing inverts. **Earned media is a verification layer, not a demand channel** — every referred patient searches her name before writing a note, and the job of press is to make that search confirm the referral, then stop. **Owned surfaces exist for confirmation, not discovery. Word of mouth travels as a story, not a result** — subtle work means nobody ever sees the evidence, so the story and the hand-off object have to be designed. And the capacity cap itself is the best line: “*she's hard to get into*” is the only social proof a quiet practice needs.

The messaging house. One claim: “*Korean aesthetic medicine, practiced by one clinician.*” Three proof pillars, from which every sentence on every surface is built: **Trained in Seoul** (in person, in Gangnam, twelve-hour days) · **A decade at the bedside** (NYC ER + surgical ICU, NYU, board-certified, Young Nightingale Award) · **Restraint as skill** (one suite, everything performed by her, subtle results, no published patient photos).

Owned surfaces (the real homepage is Google)

- **Google Business Profile is the de-facto homepage** for a local medical practice. Claim it, choose categories for accuracy not reach (*Skin care clinic + Nurse practitioner*, deliberately not *Medical spa*), load 10–12 no-face photos (door plaque, entrance, chair, gloved hands, tea tray, framed credential), paste the drafted 750-character first-person description.
- **Reviews: a trickle, never a pile.** 1–2/month, asked verbally only of patients who volunteered delight; never incentivized (FTC/Google/NY rules all agree); every reply uses a fixed HIPAA-safe template that never confirms anyone is a patient.
- **Apple Business Connect + Bing Places** (Brooklyn Heights is iPhone country; referrals shared in Messages resolve to Apple Maps). Identical name/address/phone everywhere. **Yelp:** claim, correct, neutralize — never solicit there. **Zocdoc/RealSelf:** skip deliberately — per-booking volume marketplaces that commoditize the practice.
- **The three transactional emails** (signature, confirmation with wayfinding, same-evening aftercare) are the highest-frequency owned media; the aftercare email's closing line plants the referral story.
- **Suite 210 as physical media:** etched plaque, one framed credential with a caption card, barley-tea tray, a printed fee card on the site's paper stock — and exactly three printed cards (aftercare, calling card, appointment), letterpress, no coupons. *The absence of an offer is the offer.*
- **Total maintenance budget: one 30–45 minute block a month.**

Earned media, gated by the Suite 210 filter

The flagship, done once: a single canonical profile in a Brooklyn Heights-native outlet (Brooklyn Heights Blog first choice) with the angle *"the ER-and-hospice-trained injector who talks patients out of treatments"* — Gangnam as texture, not hook. It becomes the permanent third-party link on page one of her search results; then she is done with consumer press for a year or more.

Five questions; any "no" means decline: Searched, not scrolled? · Expert, not destination? · No faces, feeds, or follow-up? · Could the headline be read aloud in Suite 210 without wincing? · Could it generate more than 5–10 inquiries in a week?

The steady drip (capped): expert-source quotes via Qwoted / Source of Sources at most twice a month with soft attribution ("a nurse practitioner in Brooklyn Heights who trained in Seoul" — no address, no link) · one trade placement a year (nursing/aesthetics journals — builds clinician referrals, invisible to consumers) · two audio-only podcast episodes a year (nursing careers, K-beauty industry, end-of-life — the hospice thread as one respectful theme) · one library talk a year framed as consumer protection ("How to read a medspa menu").

The referral system

The trigger is always *"you look rested — what are you doing?"* So: give every patient the ten-word story (*"a Korean nurse practitioner in Brooklyn Heights; she trained in Seoul; she does very little, on purpose"*) and spoken permission to share or stay private. A letterpress calling card as the hand-off object. The **Day-14 handwritten note** — timed to when results settle and the touch-up window opens, two cards enclosed, discreet envelope — is the single highest-leverage ritual in the system (~5 minutes per new patient). Close the website form's "who sent you?" loop with a consent question, and thank referrers with words and care only.

Legal guardrails (New York). No consideration for referrals, ever — 8 NYCRR 29.1(b)(3) and Educ. Law §6530(18) prohibit any fee *or other consideration* for patient referrals (covers credits, free units, promised priority; enforced as license discipline). No fee-splitting with non-licensees. HIPAA: never confirm patient status in review replies or to referrers without recorded consent; no patient anecdotes to press. Title accuracy: "nurse practitioner," never "doctor." No outcome promises anywhere; "Skin Botox" is described as an off-label technique using FDA-approved products (Jeuveau, Xeomin).

Effort reality check: ~15–20 hours of one-time setup; recurring ceiling of ~2 hours/month. Anything demanding more violates the brief by definition.

Next steps, in order

STEP		OWNER
1	Walk the live mockup (phone + dark mode); collect Seolhee's reactions, especially to the hero line, the About arc, and "The SP in FaceSPec is me."	Next editor + Seolhee
2	Verify flagged facts: certifying board, MS/MSN, NAD+ tiers, naming the Gangnam mentor, seal hangul 설희.	Seolhee
3	Half-day photo shoot: portrait, treatment room, entrance — the frames are waiting.	Photographer
4	Wire the note form to skp@facespec.com; decide hosting (static host vs. rebuilding the design in Squarespace).	Next editor
5	Owned-surface setup week: GBP, Apple, Bing, Yelp, email templates, voicemail (\$6, ~15–20 hrs one-time).	Next editor + Seolhee
6	Print the three cards; order the Suite 210 plaque.	Seolhee
7	When ready — and only if wanted — the one flagship local profile, through the Suite 210 filter.	Seolhee

Live mockup: claude.ai/code/artifact/90cf0b76-199a-40d1-8acb-76b37387a0d4
Package contents: index.html · docs/ (design-brief, site-evaluation, current-site-content, review-log, advertising-pr) · research/workflow-outputs.json
Every fact in this document traces to the research JSON; copy blocks marked "verify" must be confirmed with Seolhee before public use.