***Channa striata*: species page conceptualisation**

Target audience and focus

The common snakehead is a very widely distributed fish. Because of its relatively large size, it is easily spotted in streams of nature reserves in Singapore, and occasionally in artificial canals as well. As such even casual nature enthusiasts might have observed this species in the wild.

For non-nature enthusiasts, this species might be familiar as a food fish, famed for its supposed healing properties.

The common snakehead also appears occasionally in the aquarium trade, even though it is not as popular as its more colourful congeners which have a strong following. That being said, snakeheads in general make very engaging aquarium pets and the common snakehead is no exception.

While these audiences might already know some anecdotes about this fish, the aim of this page is to supplement their casual knowledge with the natural history and biology of this fish in an accessible manner. Given the largely non-scientific audience, the page is written clearly and simply, with minimum jargon.

Secondarily, the page is fortified by a more technical section on the taxonomy and systematics of the common snakehead. This is intended to appeal to slightly more advanced readers, such as students of biology, who might wish to find out a bit more about the species.

Justification for page layout

With a large, attractive photo of a live specimen of the common snakehead, the overview section is intended to grab the reader’s interest. It is supplemented by various reasons on why the common snakehead might be relevant to the target audiences. A range of common names for this species is presented in hopes of resonating with the reader that this is a fish that they might have already encountered before. This could be confirmed when the reader examines the sections on distribution and habitats. With these, the aim is that the reader would be curious to find out more about the common snakehead.

The distribution and habitats section begin to introduce the reader to the biology of the species. This is followed by a section of the physical appearance of the fish so that readers might be able to identify the fish that they might have seen. Other aspects of the common snakehead follow. In particular, the section on breeding might be of interest to snakehead enthusiasts who might be keen on breeding these fishes in captivity.

Finally, the chapters on human use of this species and its conservation status relates this species and its biology to a wider context.