

# Enhancing Inner Works Counselling's Online Presence

A Strategic Approach to Designing a Professional and User-Friendly  
Website



# Agenda

- Brief introduction of the team
- Points:
  - Project Overview
  - Current Website Assessment
  - Proposed Features
  - Content Strategy
  - Design Preferences
  - Technical Considerations
  - Project Timeline and MVP
  - Questions and Discussion



# Team

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# Project Overview

- Inner Works Counselling provides professional counselling services to support individuals through life's challenges.
- Project Purpose:
  - Enhance the existing website to improve user engagement, showcase services effectively, and increase reach.
- Our Goal:
  - Deliver a website that meets your needs and helps connect more people with your services.




# Current Website Assessment

- Current Structure: Overview of the current website setup and available features.
  - Key Strengths: Easy booking functionality and clear service descriptions.
  - Areas for Improvement:
    - Design and user experience
    - Content management capabilities
    - Overall website engagement and functionality
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# Project Scope

- Pages: Home, About, Services, Resources, Contact
- Booking System (Integration or Develop)
- “Get Free Wellbeing Tips” Button
- Online Chat
- User-friendly Content Management System



# Additional Features and Ideas (we can provide ideas here)

- Engaging Content:
    - Testimonials and success stories to build trust and credibility
    - Integration of media (images, videos) to enhance service descriptions.
  - Future Considerations:
    - User login for personalized experiences (optional)
    - SEO and performance optimization to increase website visibility and traffic
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# Content Strategy

- Content Creation:
  - Develop compelling content for Home, About, Services, and Resources pages
  - Collaborate on writing, or provide templates and guidance for your input
- CMS:
  - Leverage WordPress for easy updates and additions
  - Share articles, blogs, and news to engage visitors





# Design Preferences and Branding

- Design Goals:
    - Professional, welcoming, and user-friendly interface
  - Your Preferences:
    - We already have the colour schemes, fonts, and styles that resonate with your brand
  - Incorporate Branding:
    - Ensure consistency with existing branding elements and messaging
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# Technical Considerations

- Integration:
  - Seamless connection with your current booking system
- Platform Options:
  - WordPress for content management and flexibility
- Scalability:
  - Plan for future expansion and additional features as your needs grow.
  - Are there any additional functionalities or services you might want in the future?



# Project Timeline and MVP

- Timeline:
    - Design and Requirements: July 29 - August 15
    - Development: August 16 - September 15
    - Testing: September 16 - October 1
    - Final Adjustments: October 2 - October 15
    - Launch: October 16 - October 25
  - MVP:
    - Core website features: Navigation bar, booking integration, chat functionality, basic content management
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# Next Steps and Actions

- Meeting Summary:
  - Review key points discussed and align on project goals
- Action Items:
  - Document requirements and design preferences
  - Begin wireframes and prototypes for your review
- Communication:
  - Establish regular check-ins and updates throughout the project



# Questions and Discussion

