

Strategy Plane

Is the content culturally appropriate?

This website is aimed at those seeking mental health advice and appointments where the client is based ie Worthing, Brighton, London and Seaford.

It will also be beneficial to those seeking general mental health information or those seeking emergency telephone appointments from anywhere in the world.

It is appropriate for all ages and anyone struggling with mental health or who wants to know more about the topic.

Is the content relevant?

The content will be based around mental health and will also give users more information on the therapists, who they are, their interests and how they can help.

Why is this website so special and why would a user want this?

Mental health has become more and more prominent in the media, social media and in the work environment and this has helped to bring the stigma around mental health nearer to its end. This website will help with this and make it easier for people to get the help they need locally.

The issue of mental health amongst children has also become more prominent and this will make it easier for people to make contact with a mental health professional directly rather than going via their GP.

Product considerations

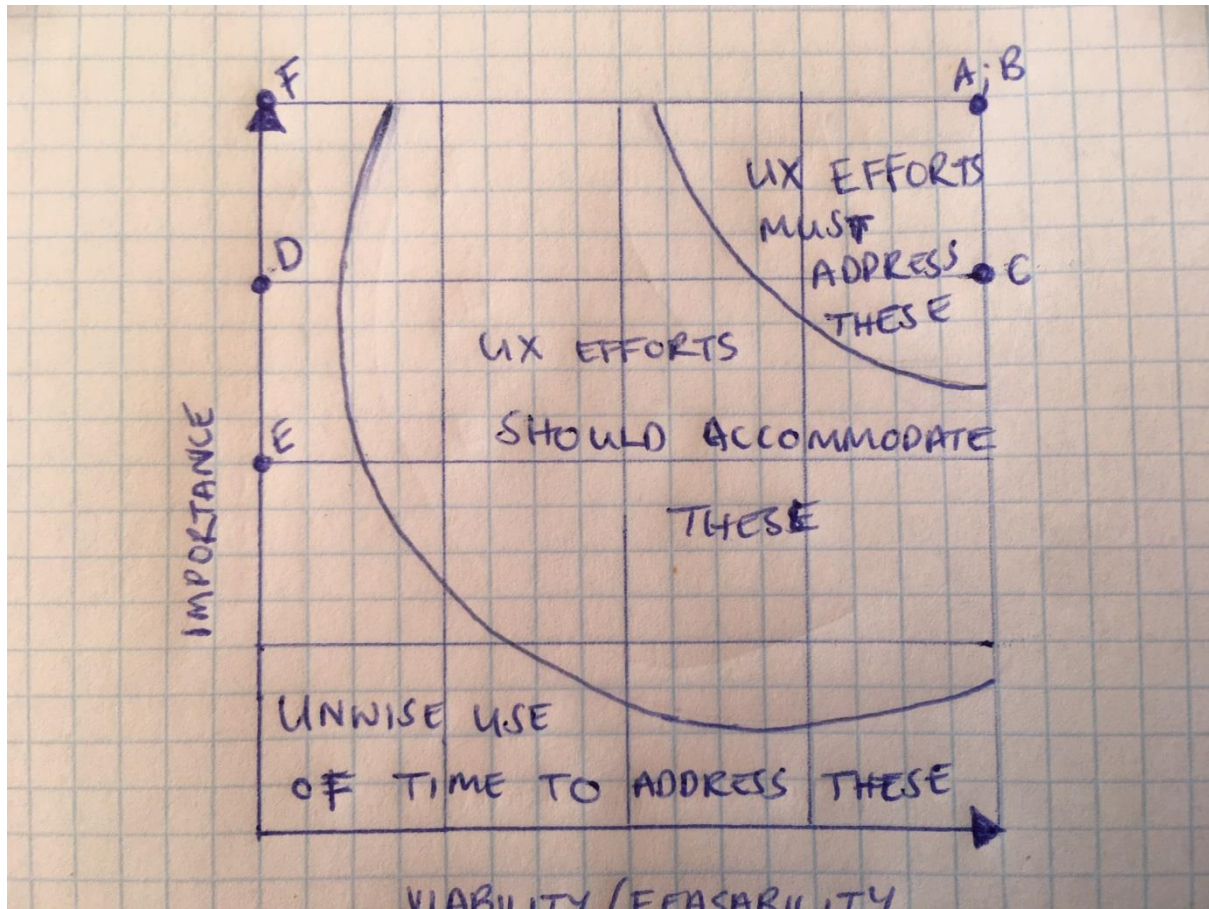
- The content will remain up to date and relevant. Not too much content so keep it minimalistic and possibly add a feature to click on a button if the user wants to read more than just the headline paragraph.
- Large photos/images.
- Headlines will be catchy and compelling drawing the user in.

What value can I bring?

Ensure the website:

- looks and feels trustworthy and credible.
- content that is relevant so what the user expects to see
- looks valuable
- easy to navigate

Opportunity / Problem	Importance	Viability / Feasibility
A. Generate more clients	5	5
B. Be informative	5	5
C. Increase social media followers	4	5
D. Have a blog	4	1
E. Newsletter feature	3	1
F. Emergency appointment booking	5	1



We will therefore focus on A, B and C in this build. We can then re-evaluate D, E and F in a next build.