Case Study:

Web Design, Photography, Copywriting
DrBrianESmith.com, June 2015

Project Overview

Our client is a psychotherapist who has recently opened his first private practice in midtown Manhattan. The website he created for himself using a popular drag-and-drop online template system was not nearly up to the standard of service he provides.

Our brief was to provide an online presence for the practice that demonstrated some of the core of Dr. Smith's clinical philosophy – personalized, compassionate care for each client based upon his extensive multi-faceted training.

Our team created new top-level messaging that quickly presents his attitude and approach, copyedited his bio and philosophy of practice, took professional photographs of Dr. Smith and his office, and designed and built a simple, elegant, and welcoming website.

We tell stories.

Before
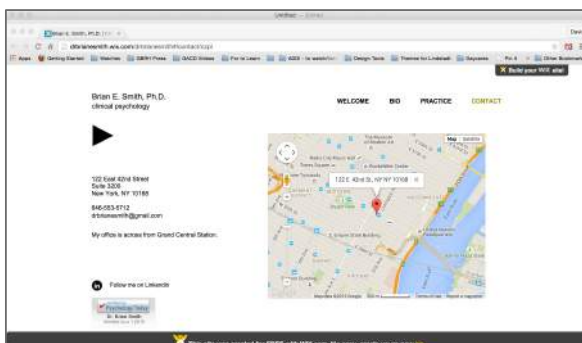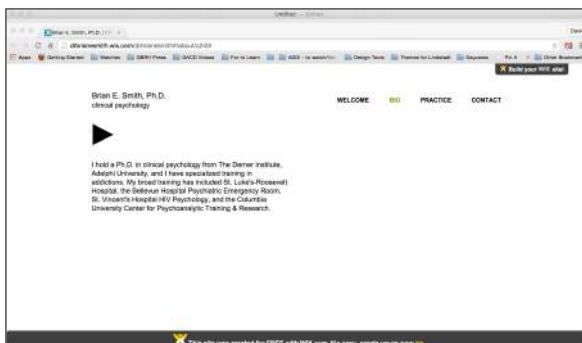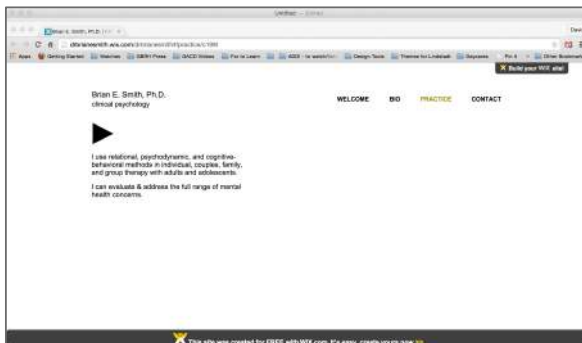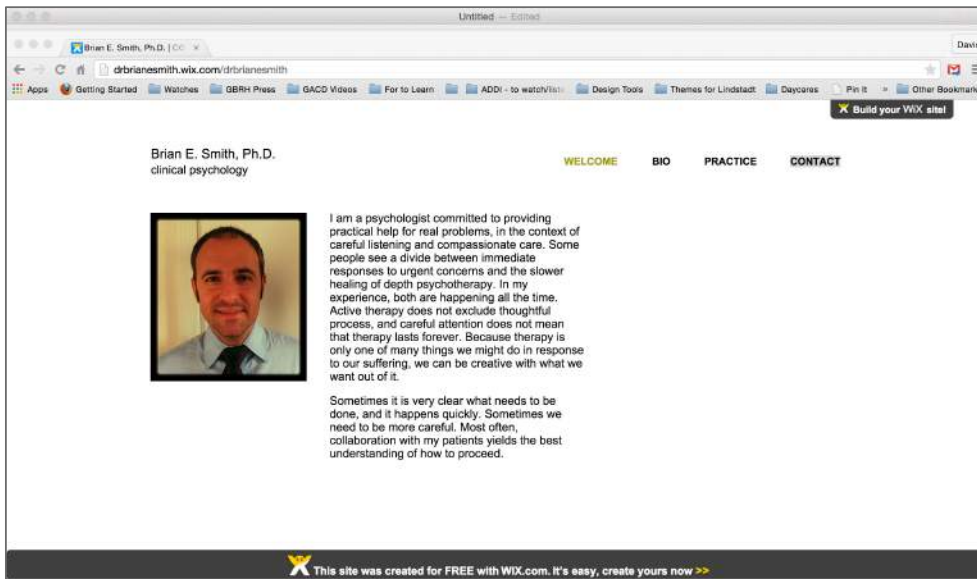
Dr. Smith's original home-made website, built using the popular "Wix" platform , is an excellent example of the dangers of a well-meaning small business owner attempting to economize by doing his or her own web design.

Unattractive, and without a concise initial message to focus the visitor's attention, it reflected unfairly on the quality of the practice.

After
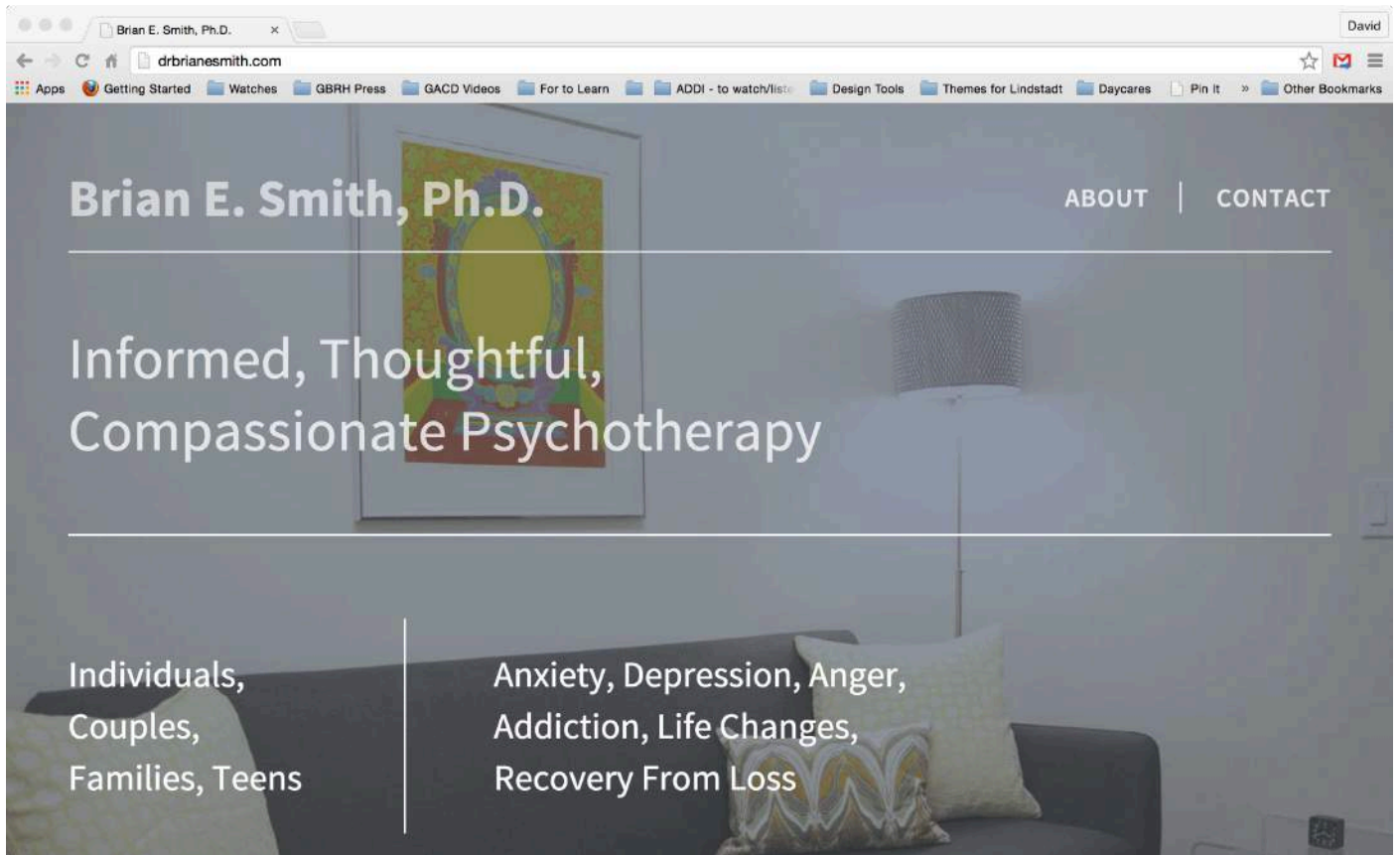
New Page 1: Home

An inviting image of Dr. Smith's consulting room is screened behind simple navigation and clear, concise, top-level copy that both conveys the heart of the practice's philosophy and defines the populations and clinical conditions it serves. We worked hard to do this as concisely as possible, and in the end used less than twenty words.

The image, fonts, and colors were carefully chosen to suggest confidence, erudition, sensitivity, and warmth.

We tell stories.

Brian E. Smith, Ph.D.

ABOUT | CONTACT

Philosophy of Practice

I offer short and long term psychotherapy for the full range of adult and adolescent psychological difficulties, including depression, anxiety, anger, loss, life changes, and addiction and compulsive behavior. Psychotherapy offers opportunities to more deeply understand problems and use that understanding for meaningful change, in the context of a compassionate, confidential relationship. After completing a thorough evaluation, I work collaboratively with each patient to tailor an optimal treatment plan. In my experience, carefully individualized approaches are best in addressing sensitive, personal problems.

Biography

Dr. Smith is an attending psychologist at Montefiore Medical Center, where he works with patients with addictions and chronic medical conditions. He has taught and presented on a range of topics to psychology and psychiatry trainees and in academic and professional settings.

He graduated summa cum laude from George Washington University, and holds a Ph.D. in clinical psychology from The Derner Institute and a law degree from Yale. He has trained at a number of settings in the New York area, including St. Luke's-Roosevelt Hospital, the Columbia University Center for Psychoanalytic Training & Research, and the Bellevue Hospital Psychiatric Emergency Room. He completed post-doctoral fellowship in addictions psychology at The Addictions Institute of New York, Roosevelt Hospital.
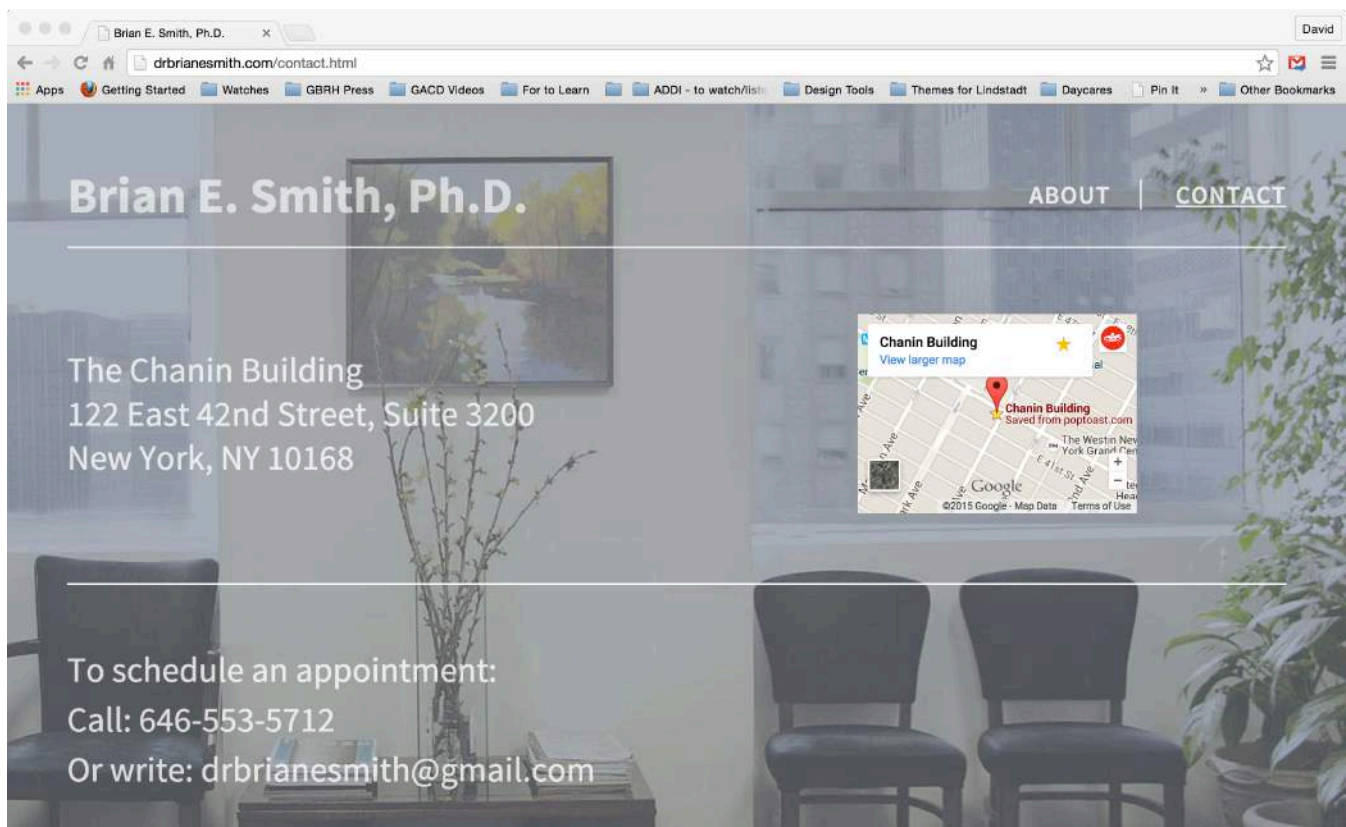
New Page 2: About

This page combines the old site's "bio" and "practice" pages.
A new portrait of Dr. Smith was placed next to rewritten descriptions of his philosophy of practice and professional biography. The background color was chosen to match the couch in the background of the home page.

We tell stories.

New Page 3: Contact

An attractive new photograph of Dr. Smith's waiting room was color matched to the picture from Page 1 and then screened behind clear directions for finding the office and scheduling an appointment.

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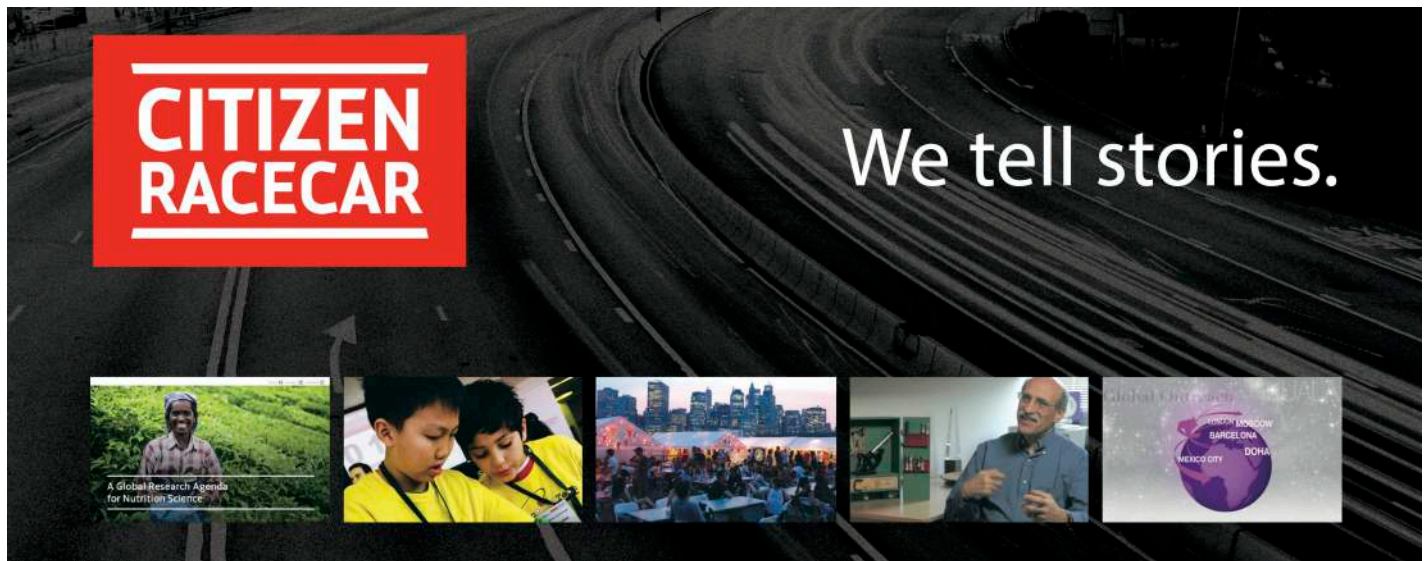
Team

Project Lead, Copywriter:
     David Hoffman

Graphic Designer:
     Naz Sahin

Photographer:
     Christian Pollock

Programmer:
     Chuck Lin

We tell stories.

About
CitizenRacecar

We tell stories.

CitizenRacecar is a full-service communications consultancy and media workshop based in New York City. Producers, writers, designers, artists, filmmakers, musicians: we are storytellers. We will work with you to refine your story, and then create the vehicles that will carry it to the world, whatever best transports it into the minds of your audience with the thought and care it deserves.

We serve our clients with a three-part philosophy:

1. **Communicating with our clients, so that we can communicate for them:** we spend the time and doing the research to understand the organizations we collaborate with, so that we're truly telling their story and not someone else's.

2. **Providing world-class communications and marketing services inexpensively through a responsive low-overhead structure:** rather than a large permanent staff, we maintain relationships with the best freelance design and production talent in New York and build the best team for each project.

3. **Believing in the power of narrative:** websites, brochures, videos, podcasts…, any marketing tool can only be as good as the story it tells. We believe in focusing first and foremost on helping organizations define their narrative and then creating the tools that best express it.

Recent clients include The New York Academy of Sciences, Seedco, Greenlight Bookstore, The Global Alliance For Community Development, The We Are Family Foundation, Childbirth Connection, United Photo Industries, and Boschi Event Consulting.

Please visit our online portfolio at www.citizenracecar.com.

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