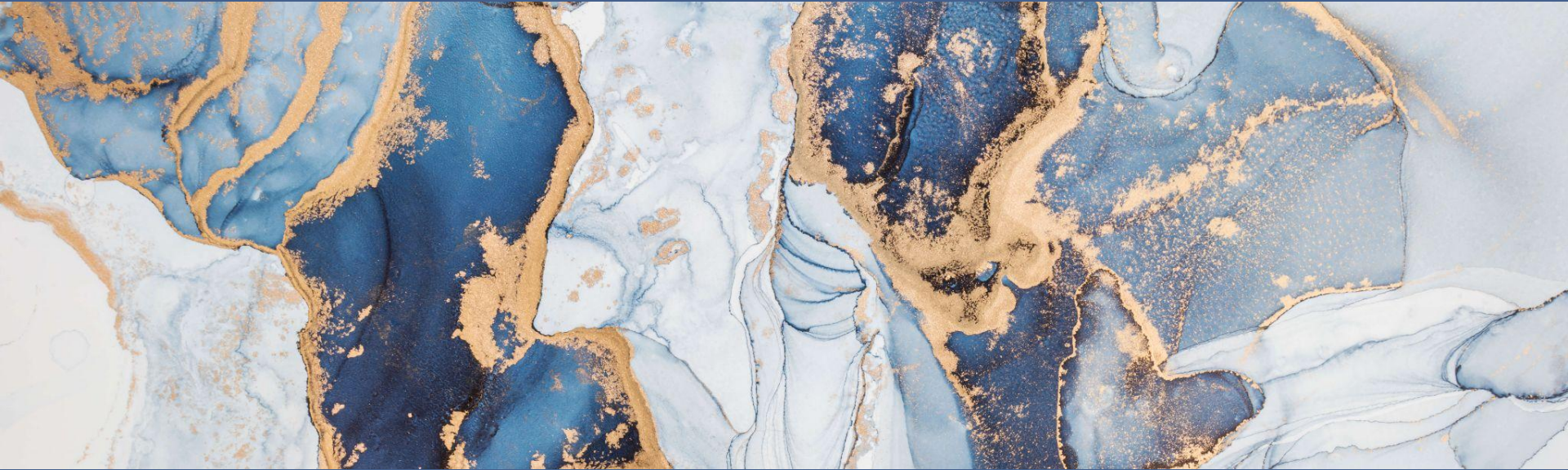


VANTAGE CLINICAL PSYCHOLOGY



CLIENTS OVERVIEW

We are a psychology business committed to providing high-quality mental health services to our clients. Our team consists of experienced psychologists specialising in various areas such as cognitive-behavioral therapy, psychoanalysis, family therapy, and more. Our mission is to create a safe and supportive environment where individuals can explore their emotions, thoughts, and behaviors to foster personal growth and well-being.

PROJECT SCOPE

We are seeking the expertise of a UX/UI designer/developer to create a professional and user-friendly website that effectively communicates our services, values, and approach to potential clients. The website should serve as a primary point of contact for individuals seeking psychological support and information about our practice.

KEY OBJECTIVES

- **User-Centric Design:** Develop a website with a user-centric design approach, ensuring ease of navigation and accessibility for individuals seeking mental health services.
- **Clear Communication:** Clearly communicate our services, expertise, and approach to therapy to potential clients, fostering trust and transparency.
- **Brand Representation:** Reflect our brand identity and values through the website design, incorporating elements that evoke a sense of professionalism, empathy, and support.
- **Responsive Design:** Ensure the website is responsive across various devices and platforms, providing a consistent user experience regardless of the device used.
- **Contact Information Section:** Dedicate a specific section of the website to prominently display contact information, including our address and phone number, as this is the primary method for clients to book appointments.

TARGET AUDIENCE

- Individuals seeking therapy for various mental health concerns (e.g., anxiety, depression, trauma, PTSD).
- Couples interested in therapy.
- Healthcare professionals seeking professional development.

DELIVERABLES

- **Home:** Introducing our practice, services, and key features of the website in menu bar.
- **About:** An overview of the psychologist, their expertise and qualifications.
- **Approach:** Include common presentations and approach to therapy.
- **Rebates:** Medicare rebate amount and Private health information.
- **Urgent Support/ Support Services:** Include phone numbers and websites.
- **Contact:** Contact information, including our address, phone number, and where to park/ public transport to service.

COMPETITORS

	NORTH SYDNEY PSYCHOLOGY	Kim Hopson Psychology	Emma Lawson Clinical Psychology	Synergise	Cadence Psychology
ABOUT	Y	Y	Y	Y	Y
BOOK ONLINE	Y	N	N	N	N
CONTACT INFORMATION	Y	Y	Y	Y	Y
LOGO	Y	Y	N	N	Y
SERVICES	Y	Y	Y	Y	Y
PROFILE IMAGE	Y	Y	Y	Y	Y
MENU BAR	Y	Y	Y	Y	Y

USER INSIGHTS

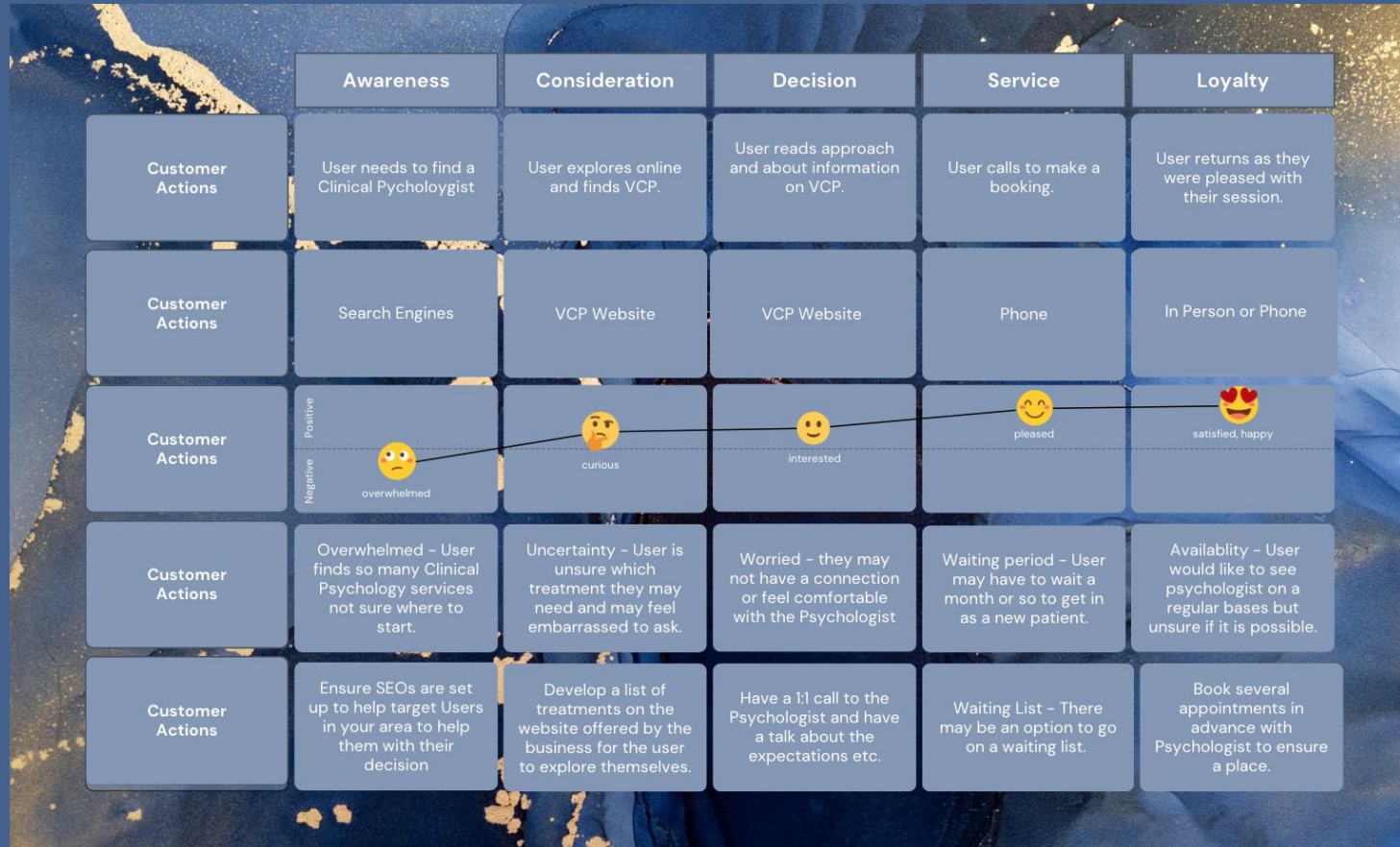
In a survey completed of 238 former and current psychotherapy patients who responded:

44.5% had obtained information about their therapists;

80.2% had used the Internet for this.

Reference: <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC4901188/>

CUSTOMER JOURNEY MAP



USER PERSONA



Age: 52

Occupation: Entrepreneur

Location: Crows Nest

Primary Goal: To find a local clinical psychologist to treat her anxiety, utilising her Mental Health Care Plan.

Behavioral Characteristics:

Tech-Savvy: Comfortable using technology and prefers to explore options online.

Research-Oriented: Values gathering information before making decisions, particularly regarding her mental health.

Busy Schedule: Balances a demanding work schedule as an entrepreneur, so values efficiency in her search process.

Health-Conscious: Prioritizes her mental well-being and seeks professional help to address her anxiety.

Proactive: Takes initiative in managing her mental health by seeking therapy and utilizing available resources like Mental Health Care Plans.

USER FLOW

This is a diagram of how the users will navigate through the website.



COLOUR PALETTE AND IMAGES

Blues and gold merge to embody professionalism and a calm experience.

Blues exudes a sense of safety and support, creating a tranquil environment for exploration and healing.

Gold accents add a touch of sophistication, symbolising the commitment to excellence in care.

A harmonious blend of these colors, guiding the user towards a brighter, healthier tomorrow in a space designed for the user's well-being.



#5b2a18ff

#fdf4f0ff

#ffffff

#b58e83

FONT & SIZE

19 sans-serif

40 sans-serif

50 sans-serif

80 sans-serif

{ ACCESSIBILITY TESTING }

A website accessibility testing is an essential part of the design and development process. Ensuring that individuals with disabilities can engage with digital products and services efficiently to ensure inclusivity and functionality for all users is of high importance.

- ★ For example, tools like Axe DevTools can assist in assessing the accessibility of a page's layout and content flow for visually impaired users.

This website will have its accessibility implemented at a date in the near future.

WEBSITE

<https://www.vantageclinicalpsychology.com.au/>