



# FREEDOM FROM FEAR



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# Freedom From Fear

Improving Lives Since 1984



## Welcome to Freedom From Fear

Freedom From Fear's mission is to impact, in a positive way, the lives of all those affected by anxiety, depression, and related disorders through advocacy, education, research, and community support. On this website you will find comprehensive mental health information and resources to help you, a family member, or loved one.



Follow Freedom From Fear on:



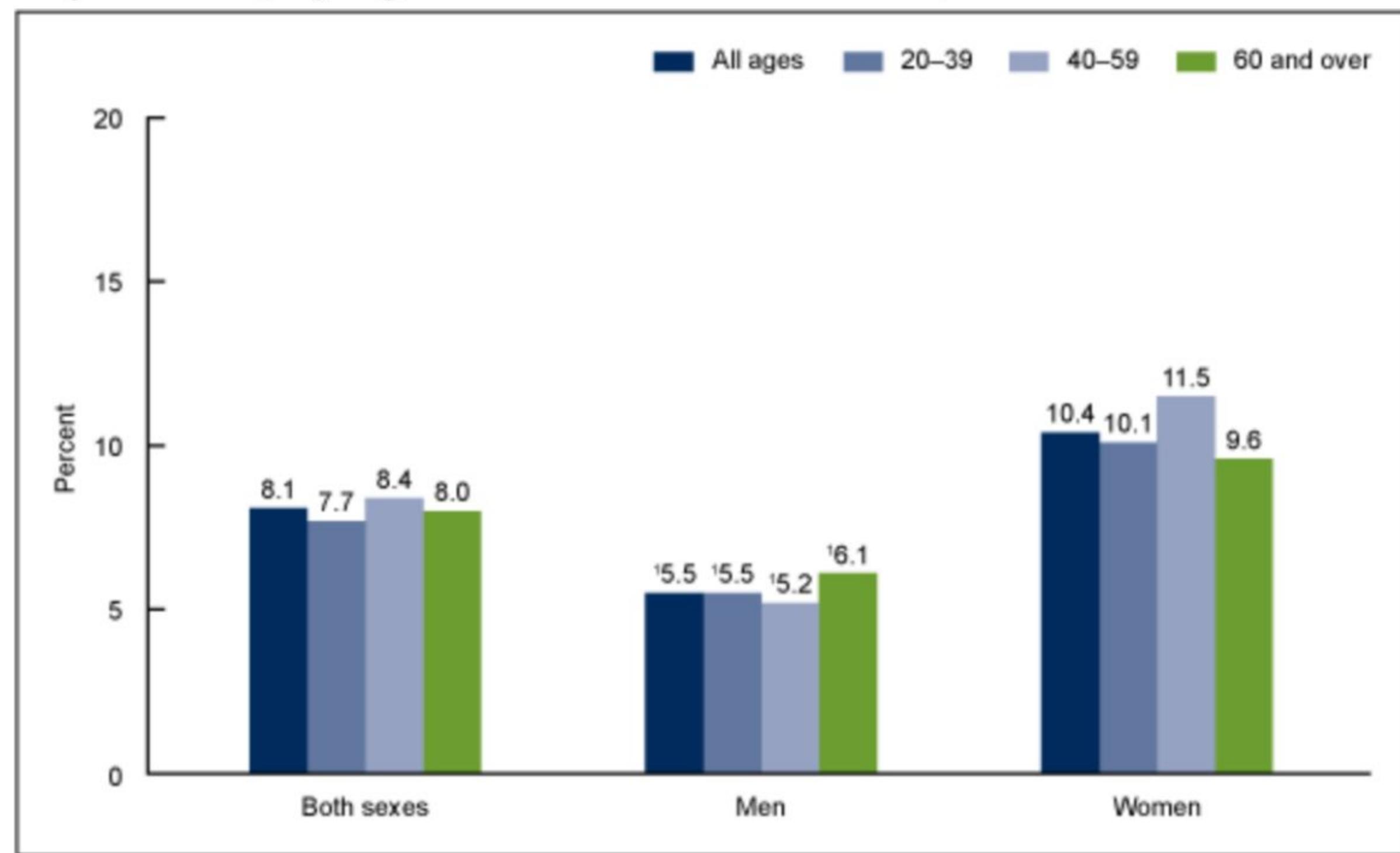
Real People. Real Treatments. Real Success Stories.

- Home
- A Message from Founder, Mary Guardino
- About Us
- Services
- Treatment for Children & Adolescents
- About Anxiety & Depression
- Readings about Mental Health
- Donate
- Advocacy
- Resources & Links

# FREEDOM FROM FEAR

- Navigation
- Call to action
- Functionality

Figure 1. Percentage of persons aged 20 and over with depression, by age and sex: United States, 2013–2016



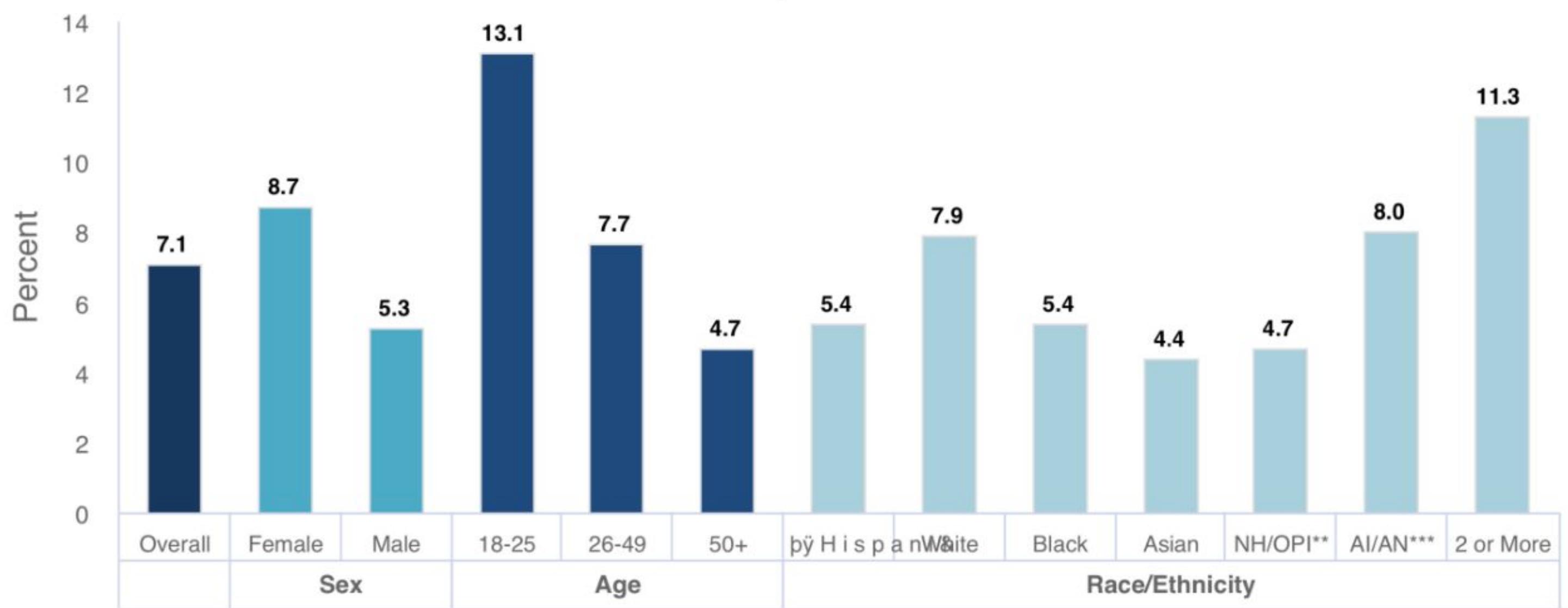
NCHS, National Health and Nutrition Examination Survey, 2016

# EMOTIONAL DISORDERS STATISTICS

# EMOTIONAL DISORDERS STATISTICS

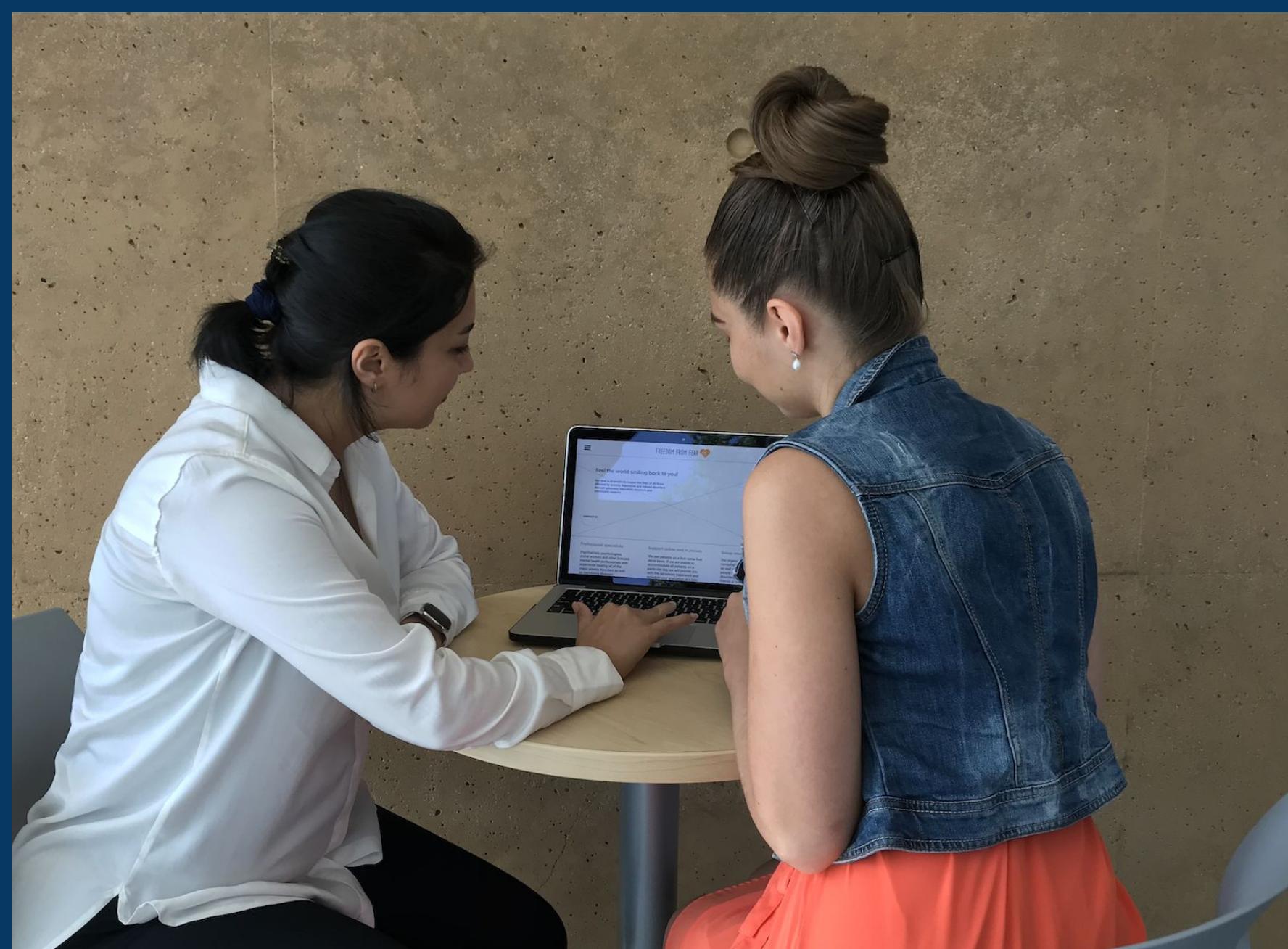
Past Year Prevalence of Major Depressive Episode Among U.S. Adults (2017)

Data Courtesy of SAMHSA



*National Survey on Drug Use and Health, 2017*

## USER INTERVIEWS





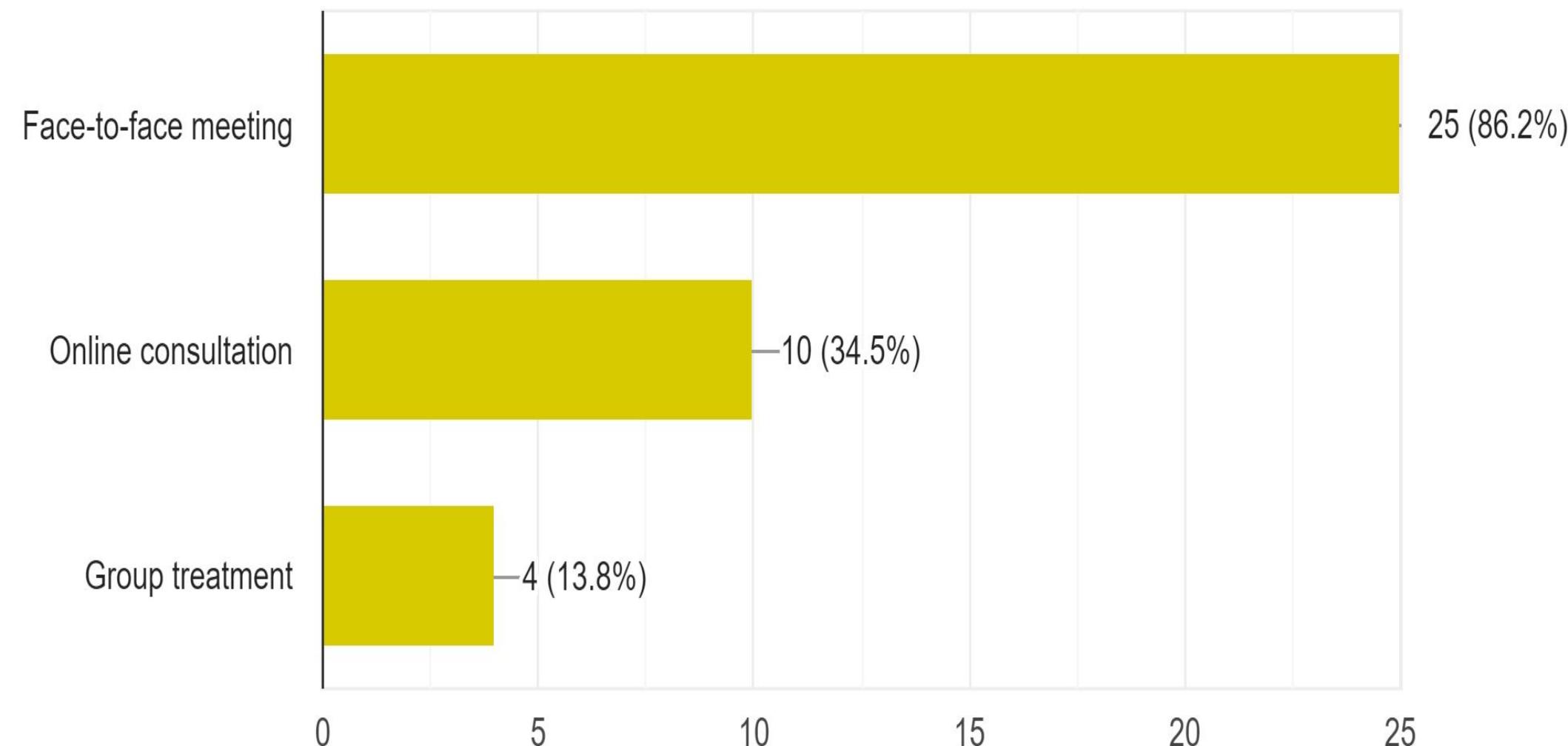
***"...one of my best friends has it and he  
is always depressed. In order to  
escape the reality he drinks, uses  
drugs or sleeps a lot... I think a  
therapist would help him."***

Nicole B., Baltimore, MD

# SURVEY RESULTS

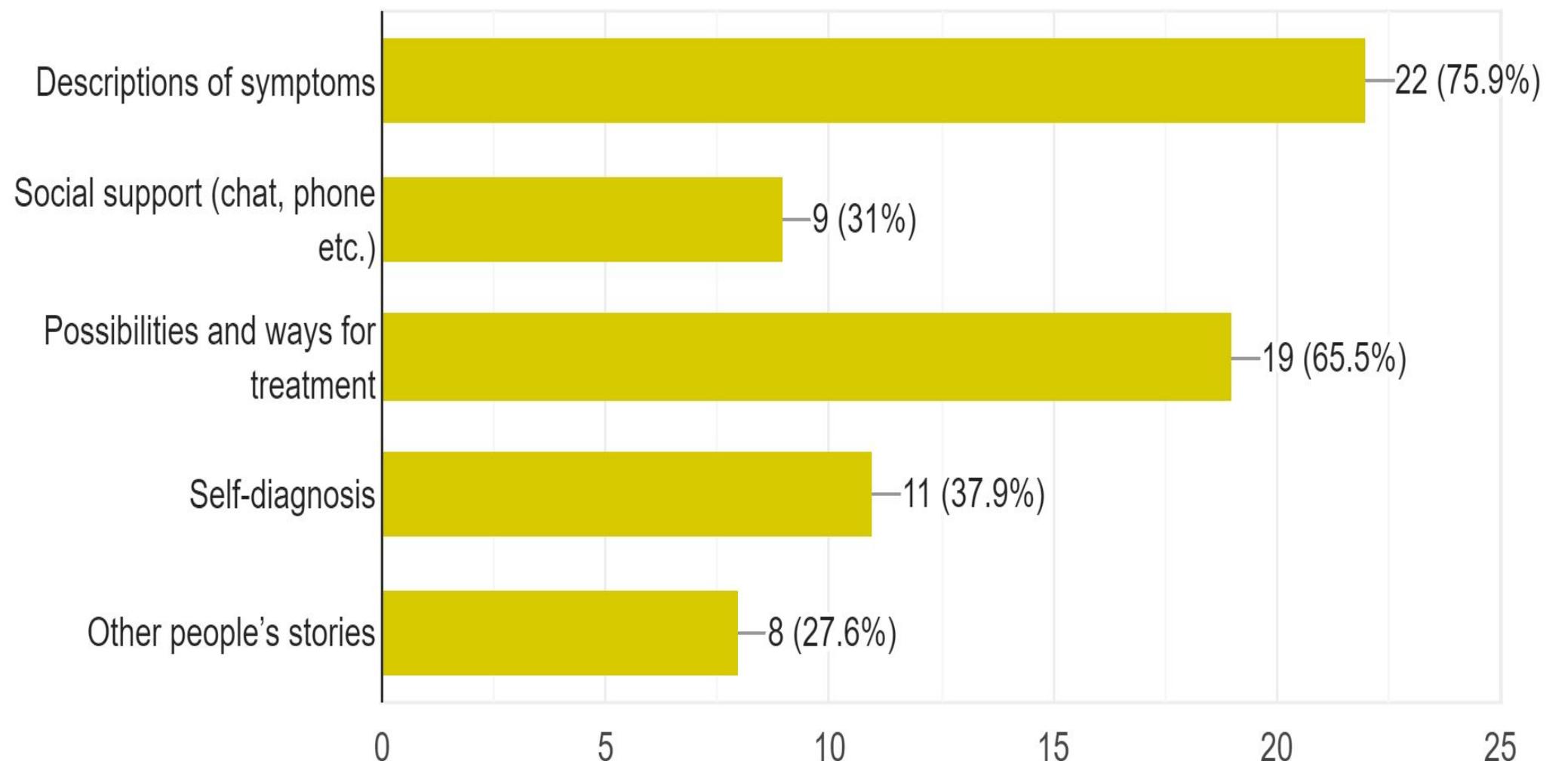
If you feel you have emotional problems which forms of treatments are the most acceptable for you?

29 responses

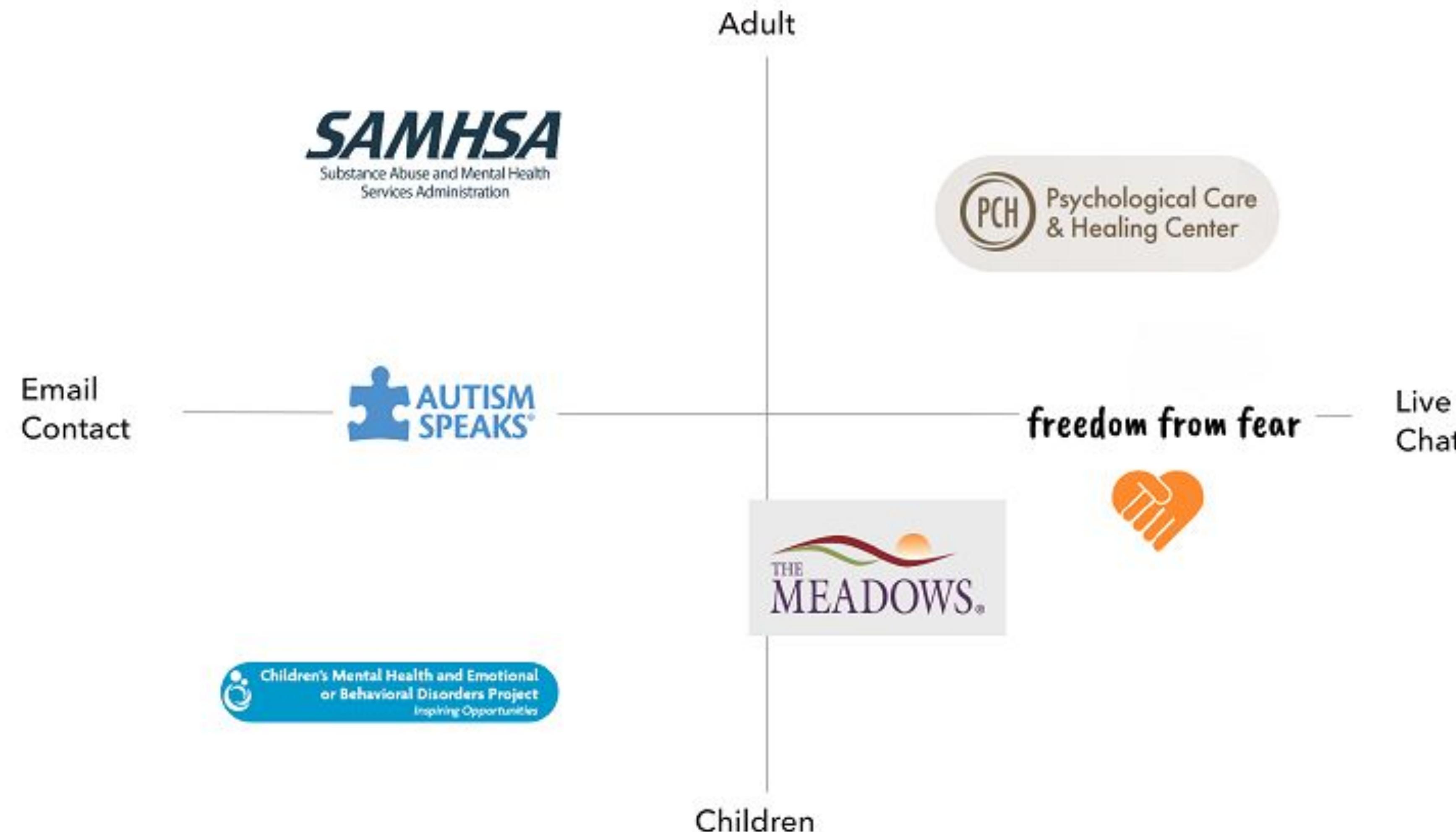


When you search for the emotional disorders information what you expect to see (check all that apply):

29 responses



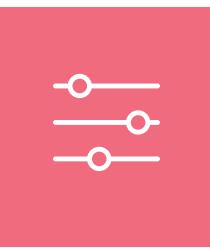
# COMPETITOR ANALYSIS



# AFFINITY DIAGRAM



# CONSIDERATIONS FOR REDESIGN



## ELEMENTS LAYOUT

More structured layout with clear sections and accompanying imagery.



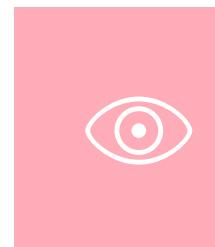
## DONATE PAGE

Approachable and noticeable



## USABILITY AND CLARITY

Content for the targeted audience that helps to solve the problem.



## COLORS COMBINATION

Warm and Comforting colors.



## CALLS TO ACTION

Clear and easy to spot



## NAVIGATION

Categorized for every section.



## PROBLEM STATEMENT

Children, teenagers and adults suffer from mood swings and emotional instability due to different reasons (social, personal, environmental, etc.) nowadays. It can cause a deep depression or other emotional disorders if not treated on time. People that experience such conditions need help from the professional organizations and more information in order to go back to normal life and work on their behavioral and mental correction strategies.

# USER PERSONAS



**Stacey Novaco**

Female.32

Zoo Keeper

## Narrative

After graduating from UC Davis, Stacey started working as a zoo keeper in OC Zoo. Recently her daughter is diagnosed with depression, and she is very upset about it.

## Personality

**Adaptive      Passionate**

**Friendly      Outgoing**

## Expectations/Goals

- Search for symptom and cures about depression
- Get more knowledge about depression
- Learn about the supports she can provide with her daughter

## Quote

*"I really hope that I can do sometime to make her feel better"*

## Expertise



## Keyword

Emotional Disorder/website/ supports

## Likes

Animals

Volleyball

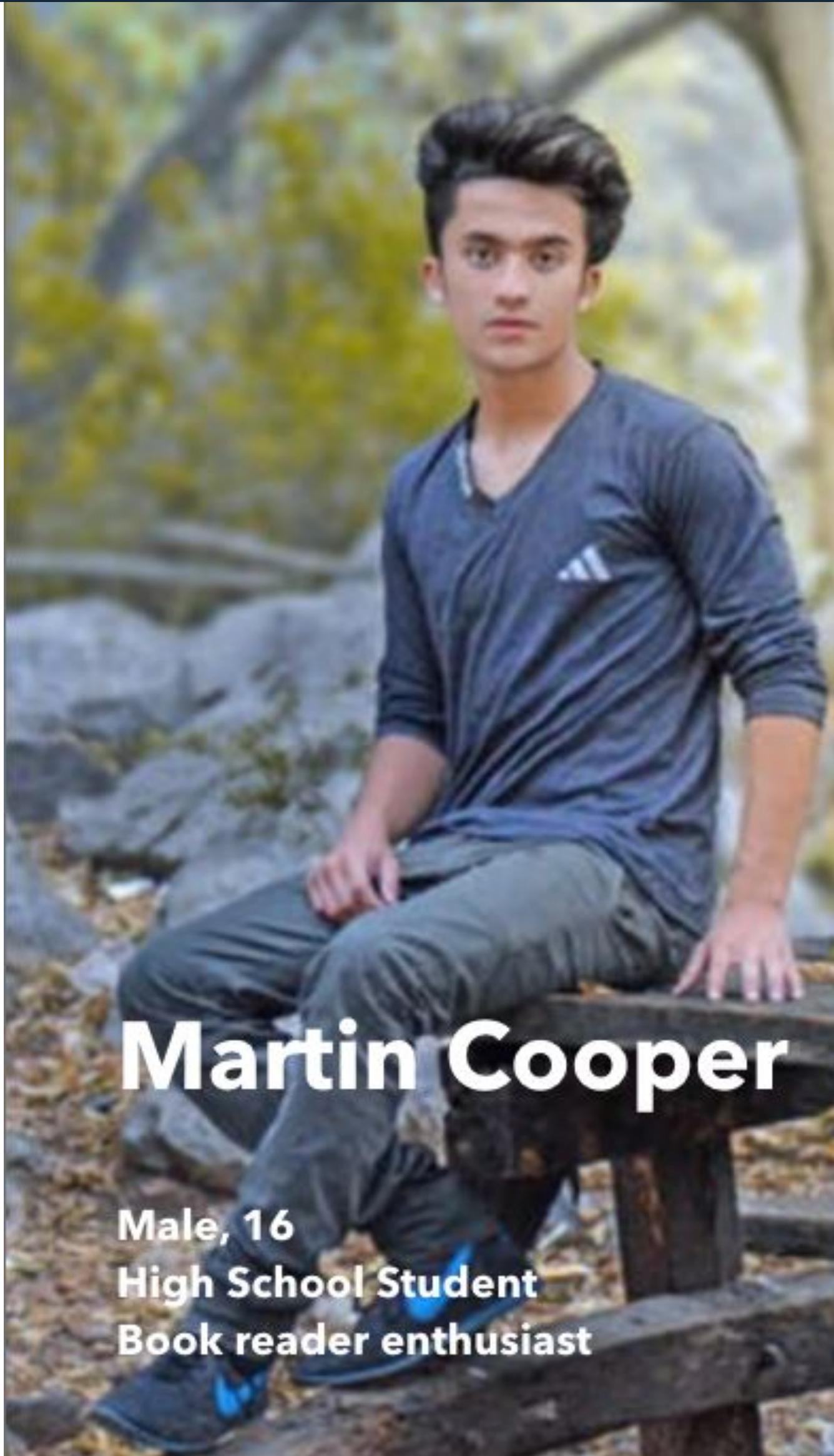
Nature

## Dislikes

Bad Weather

Rude Kids

# USER PERSONAS



## NARRATIVE

Martin Is an introvert teenager who is a good student at school and who loves reading a lot of books. He doesn't like to be in the groups of a lot of people as feels he doesn't fit in with his thoughts and view of the world. That's why he doesn't have real friends who can help him to fight the depression and loneliness.

## PERSONALITY

Calm	Personable
Introvert	Unconfident
Book smart	Moody

## EXPECTATION / GOALS

- find help to understand his situation and possible ways to treat it
- become more confident and get do not be afraid to get friends
- to feel normal
- be happy

## QUOTE

*"I know there can be many things in the world I can do with other people, but I just ... don't want to..."*

## EXPERTISE



## KEYWORDS

Books / feeling sad / unconfidence

## LIKES

Reading books  
Studying  
Walking alone  
Nature  
Imaginary world

## DISLIKES

Being in public  
Activities  
Loud environment  
Feeling wrong about your own personality

# STORYBOARD



Martin usually sits at home, reading books. He feels bad in large companies and very unconfident to talk in public. He feels lonely, depressed and not able to fit in.



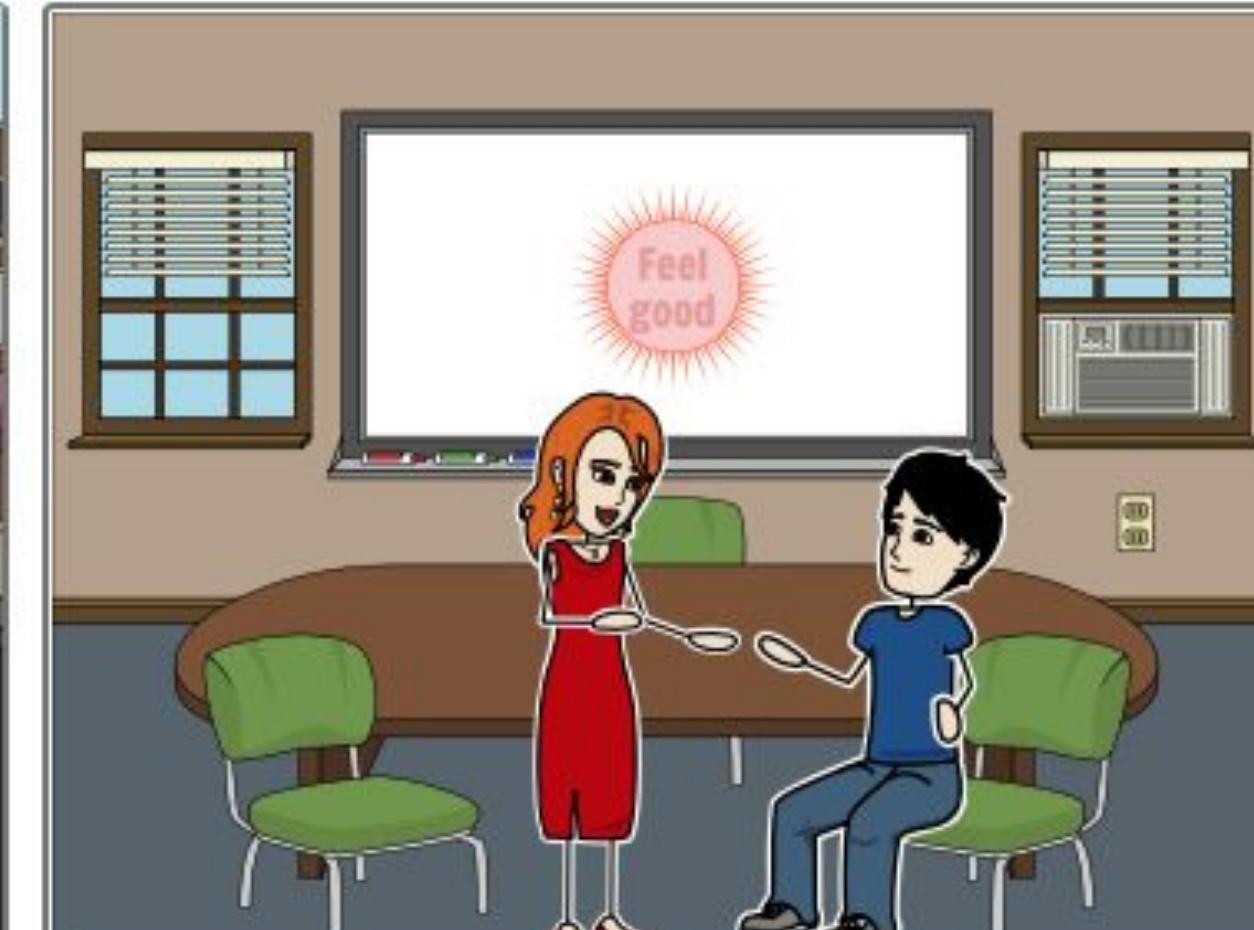
One day when surfing the internet Martin finds website that describes emotional disorders and other people's reviews about treating it.



Martin finds description of his behavior and contacts Freedom from fear to get the consultation with professional.



Martin goes to face-to-face consultations and therapy already for 1 month and feels much better. His parents support him a lot!

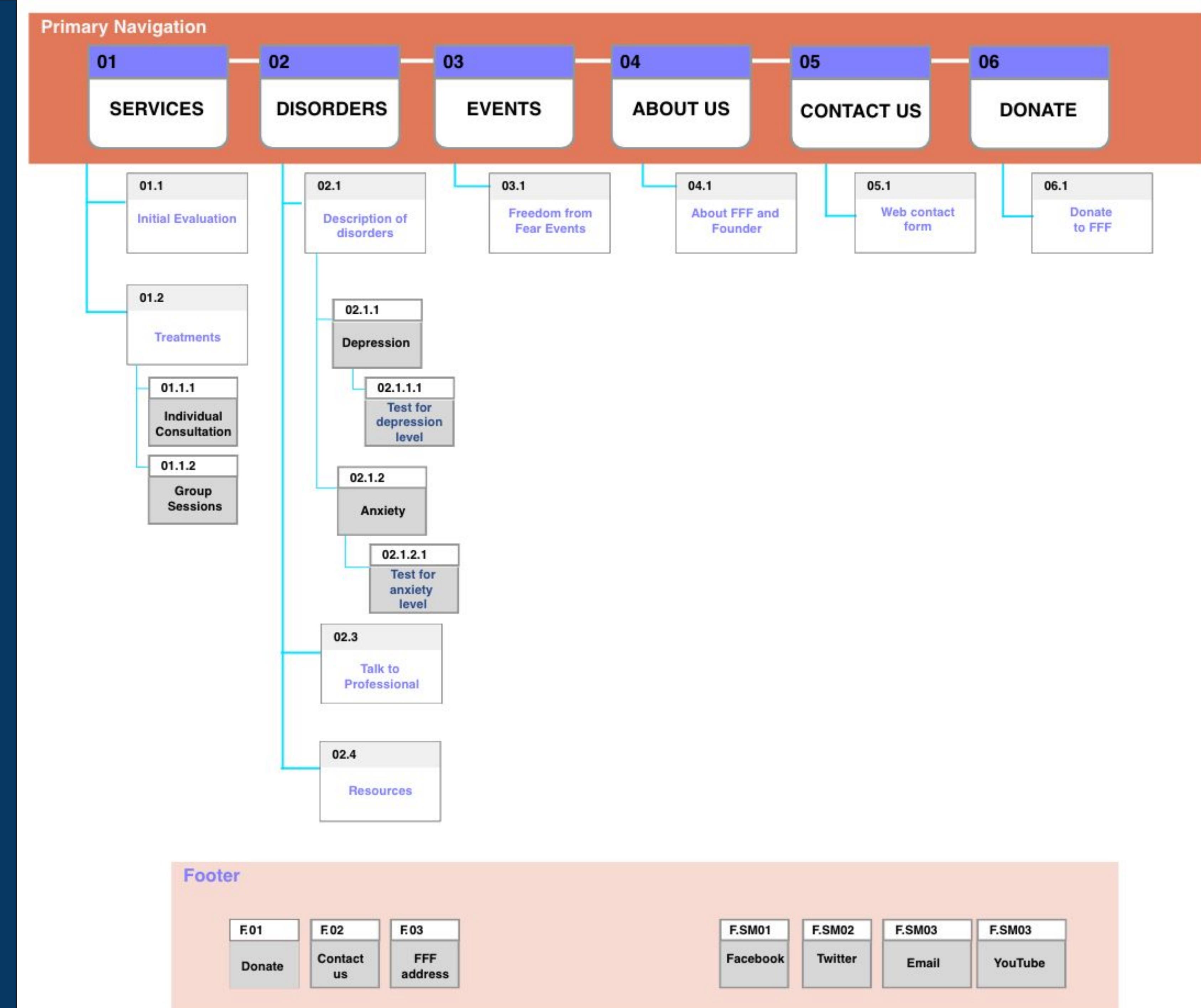


During meetings they discuss the feelings, do behavioral correction, organize group meetings with people who suffer from similar problems.



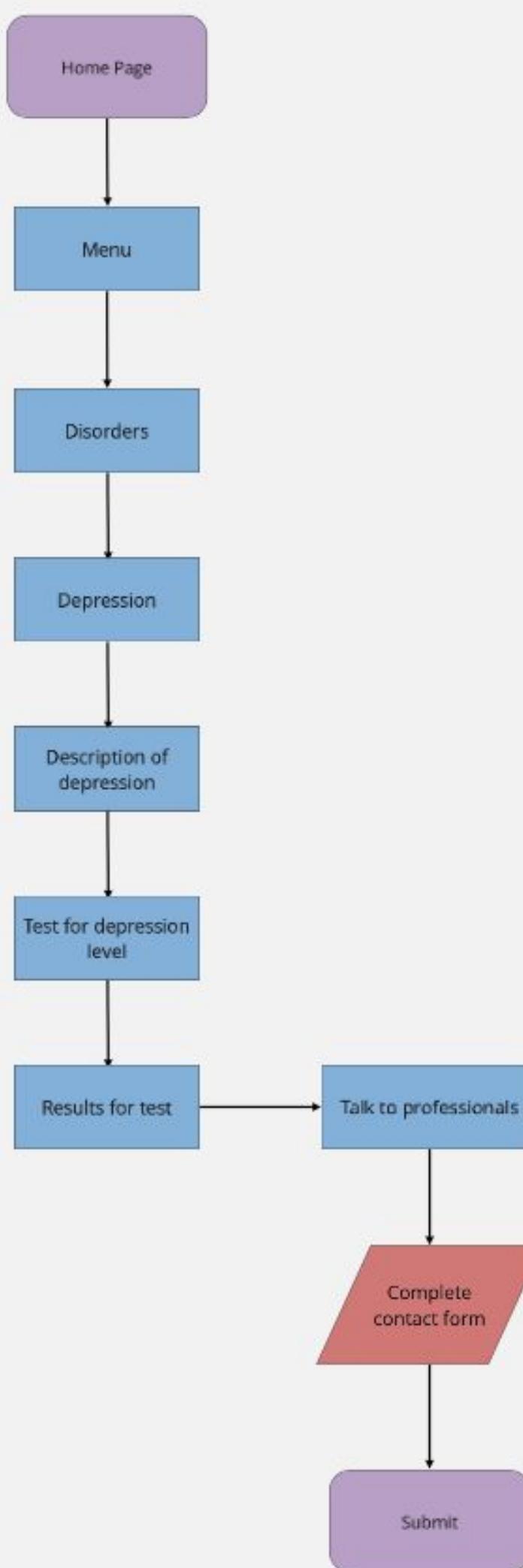
Martin found Book club where he now meets with people to discuss books and have good time together. He is happy he was able to treat his depression.

# INFORMATION ARCHITECTURE

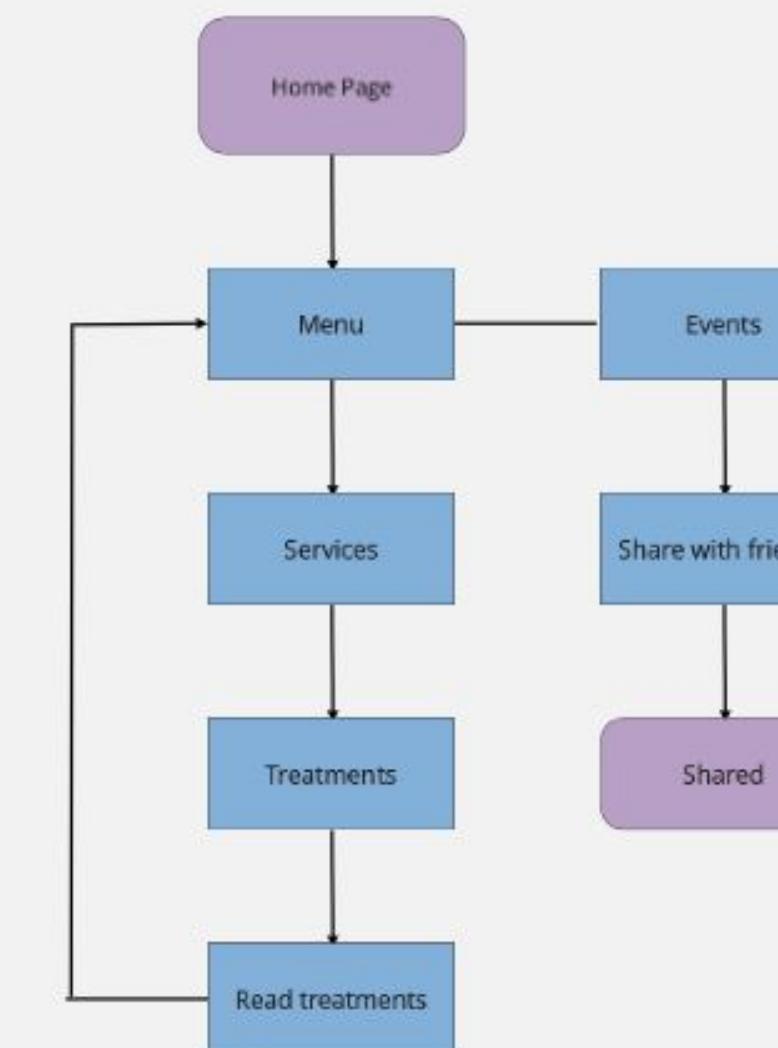


# USER FLOWS

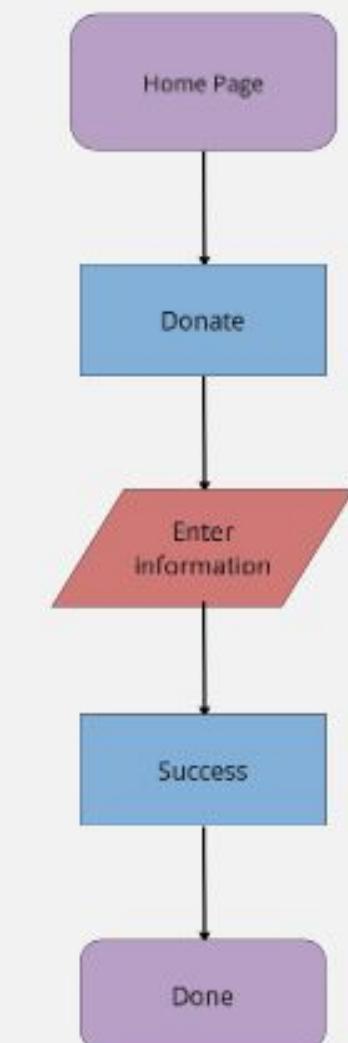
User Flow 1



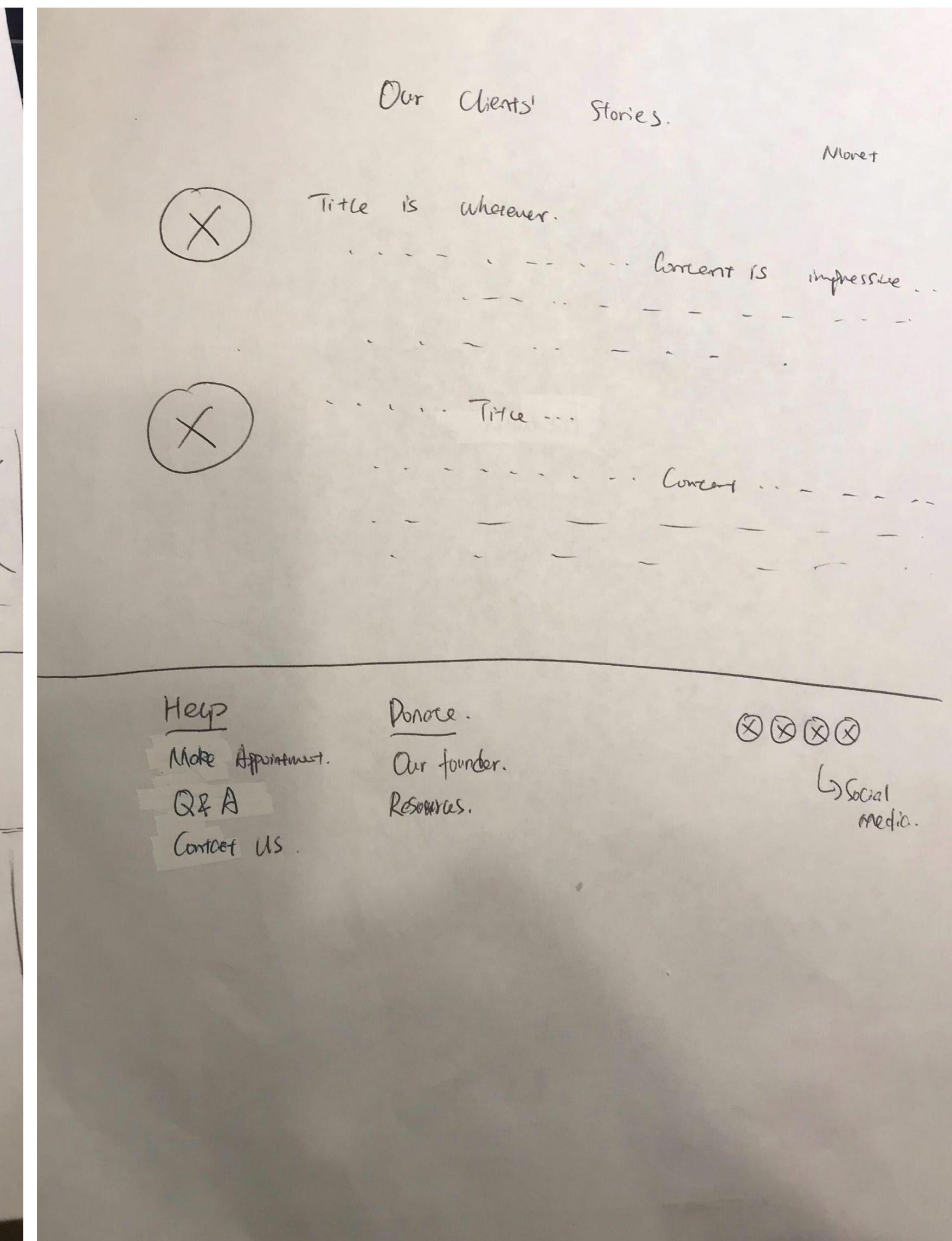
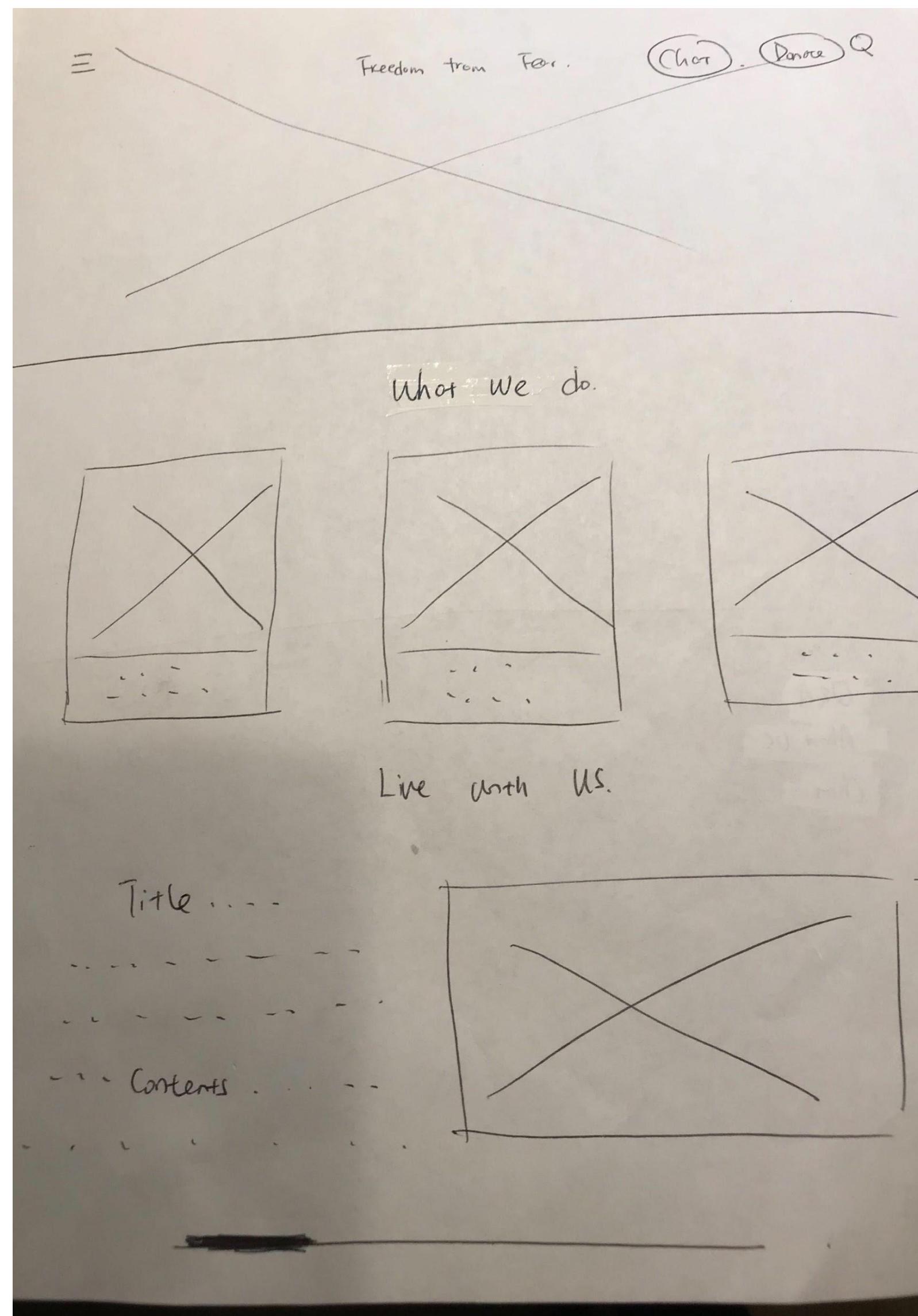
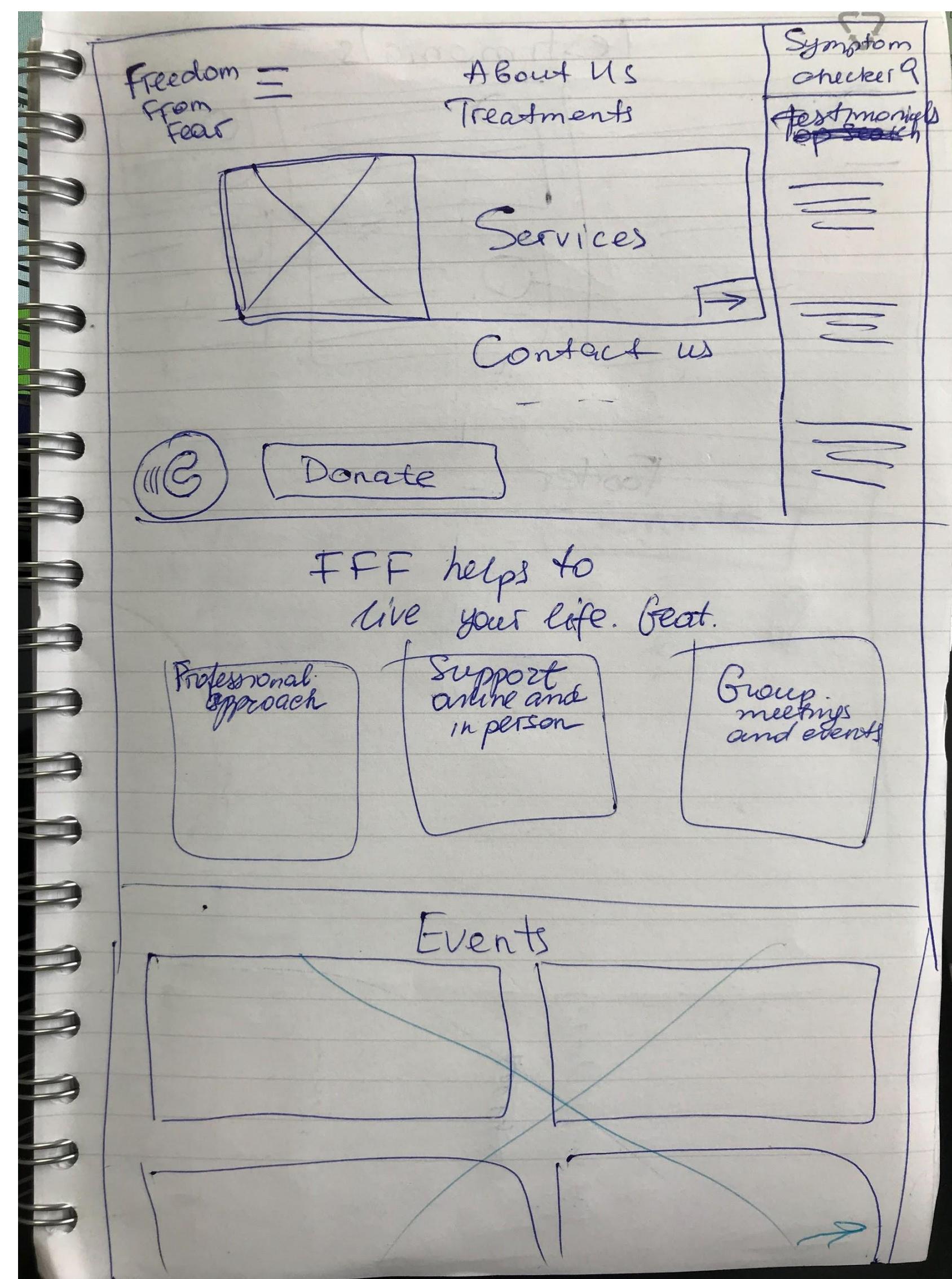
User Flow 2



User Flow 3



# FIRST SKETCHES



# LOW-FI PROTOTYPE & USER TESTS

The image displays five low-fidelity prototypes of a website for "Freedom From Fear".

- Homepage:** Features a large orange heart icon at the top right. Below it, a main heading "Feel the world smiling back to you!" is followed by a detailed mission statement about positively impacting lives of those affected by anxiety, depression, and related disorders. A "DONATE" button is located in the top right corner. The footer includes contact information and social media links.
- Events Page:** Titled "EVENTS", this page lists several upcoming events with details like date, location, and a brief description. Each event entry includes social media sharing icons. A "MORE EVENTS" link is at the bottom.
- Services Page:** Titled "SERVICES", this page features a large central circle placeholder. Navigation links for "ABOUT US", "DISORDERS", and "CONTACT US" are visible.
- Testimonials Page:** Titled "TESTIMONIALS", this page shows two testimonial snippets from "Jane Linden, 19 years old, Tulsa, OK". Each snippet includes a small profile picture and a "MORE" link.
- Therapy Page:** Titled "Our therapy", this page contains a short paragraph of placeholder text and a large central circle placeholder.

## User tests conclusions:

1. Pages that are menu categories should be redesigned to have grouped sections as accordion menu, for example, not to overwhelm page with too much text.
2. Think about the way how the main "calls to action" can be displayed on the homepage.
3. Picture + text style guide to present the content in the best way for the targeted audience.
4. Clear icons and section headings to make the website easy to use and navigate.

# UI STYLE GUIDE

## Style Guide

STARTER TEMPLATE

### COLOR

Orange, the blend of red and yellow, is a mixture of the energy associated with red and the happiness associated with yellow. Orange is associated with meanings of joy, warmth, heat, sunshine, enthusiasm, creativity, success, encouragement, change, determination, health, stimulation, happiness, fun, enjoyment, balance, sexuality, freedom, expression, and fascination.

Orange is the color of joy and creativity. Orange promotes a sense of general wellness and emotional energy that should be shared, such as compassion, passion, and warmth. Orange will help a person recover from disappointments, a wounded heart, or a blow to one's pride.

The meaning of the color orange is stimulating, vibrant, and flamboyant. While made up of red and yellow, it carries less aggression and fierceness than the color red due to its combination with the calming color yellow.

Studies show that the orange color can create physical effects such as increased hunger, heightened sense of activity, increased socialization, boost in aspiration, stimulated mental activity, increased oxygen supply to the brain, increased contentment, and enhanced assurance. Orange also helps aid decision making, and enhances happiness, confidence, and understanding.

### TYPOGRAPHY

Roboto is a neo-grotesque sans-serif typeface family developed by Google as the system font for its mobile operating system Android, and released in 2011 for Android 4.0 "Ice Cream Sandwich". Google developed the font to be "modern, yet approachable" and "emotional".

Muli is a minimalist sans-serif. Muli is designed mainly for use as a display font but is useable as a text font too. Muli has been designed to be used freely across the internet by web browsers on desktop computers, laptops and mobile devices.

### PRIMARY

	Flush Orange #FF8300
	Blue Violet #7061B8
	Cream Can #F1C161
	Flame Pea #D55A3F

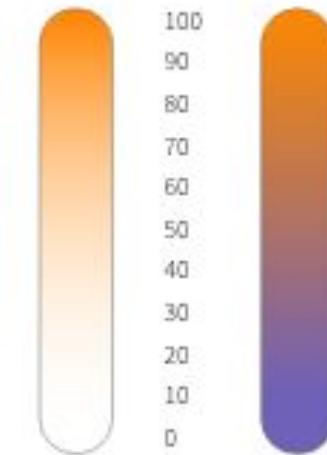
### SECONDARY

	Bay of Many #294A85
	Bermuda Grey #668EA9
	Snuff #D6D3E8
	Quincy #61392B

### GRAYSCALE

	White #FFFFFF
	Gray 1 #E6E6E6
	Gray 2 #D9D9D9
	Black #000000

### OPACITY



### ICONOGRAPHY

Keeping with our clean minimal aesthetic these icons complement the overall style of our design while still implying the appropriate functionality for ease of use

#### SYSTEM ICONS



#### LOGO



### FONT STYLES

AaBbCc

Roboto

ABCDEFGHIJKLM NOPQRSTUVWXYZ  
abcdefghijklmnoprstuvwxyz  
0123456789  
~%!@#\$%^&\*\_=+  
[]{}(){}<>''',::?

### FONT WEIGHTS

Thin  
Thin Italic  
Light  
Light Italic  
Regular  
Regular Italic  
Medium  
Medium Italic  
**Bold**  
**Bold Italic**  
Black  
Black Italic

### BODY COPY

Lorem ipsum dolor sit amet, vel accusan liberavisse ex, ea nec elaborare interpretaris, sed dicere concidaturque no. Verear habemus sea ut. His nibh scripta in. In sea vocibus, facilis. Sed

Paragraph Text | Roboto - Regular - #777777 - 14pt

Lorem ipsum dolor sit amet, vel accusan liberavisse ex, ea nec elaborare interpretaris, sed dicere concidaturque no. Verear habemus sea ut. His nibh scripta in. In sea vocibus

Quotation | Roboto - Italic - #777777 - 14pt

### TEXT ALIGN

Lorem ipsum dolor  
Left-aligned

Lorem ipsum dolor  
Center-aligned

Lorem ipsum dolor  
Right-aligned

### BUTTONS

DONATE

Send Message

TALK TO US

DONATE

YOUR CONTRIBUTION

CALL US

ONLINE CONTACT

### PROGRESS BAR



### DROPSHADWS

Depression symptoms in children and teens

Depression symptoms in older adults

AaBbCc

Muli

ABCDEFGHIJKLM NOPQRSTUVWXYZ  
abcdefghijklmnoprstuvwxyz  
0123456789  
~%!@#\$%^&\*\_=+  
[]{}(){}<>''',::?

Light  
Light Italic  
Regular  
Regular Italic  
**Bold**  
**Bold Italic**

HEADING 1 **Muli Bold 36 (H1)**

HEADING 2 **Muli Bold 30**

HEADING 3 **Muli Bold 20**

HEADING 4 **Muli Bold 18**

HEADING 5 **Muli Bold 14**

HEADING 6 **Muli Bold 12**

# A/B MENU TESTING



1

## Menu layout

Most users agreed that second menu layout looks better.

2

## Animation

Scroll animation was more interesting for potential customer.

3

## Usability

Both options were described as quite clear to use.

4

## Design

Most people get used to the same page menu, but separate page menu was preferred during tests.

# PROTOTYPE ITERATIONS

**FREEDOM FROM FEAR**

**FEEL THE WORLD SMILING BACK TO YOU!**

**Our goal is to positively impact the lives of all those affected by anxiety, depressive and related disorders through advocacy, education, research and community support.**

**CONTACT US** **DONATE**

**Professional specialists**  
Psychiatrists, psychologists, social workers and other licensed mental health professionals with experience treating all of the major anxiety disorders as well as depressive illnesses.

**Support online and in person**  
We see patients on a first come first serve basis. If we are unable to accommodate all patients on a particular day, we will provide you with the necessary paperwork and schedule your evaluation at a later date.

**Group meetings and events**  
Our organization offers individual consultations, group sessions and as well events organized for people who suffer from emotional disorders, their families and friends or just people who are willing to help.

**Anxiety and Depression Treatment Center** at Freedom From Fear - Located at Freedom From Fear's Staten Island headquarters, this program specializes in the treatment of children and adolescents who suffer from a variety of different mental health concerns. The program is under the direction of two licensed and Board Certified child and adolescent psychiatrists (M.D.), as well as a licensed clinical social worker, and licensed mental health counselors.  
For further inquiries please contact us at (718) 351-1717 ext. 20 or use the [web form to request the consultation](#).

**Real People. Real Treatments. Real Success Stories.**

**Jane Linden**  
19 years old  
Tulsa, OK  
**My happy story.**  
After all this, recovery finally started to happen. It took me by surprise, and for a long time I didn't trust that it would last. But something had changed deep down. I believed in myself again, and the inner conviction of worthlessness disappeared.  
I had found a deeply satisfying purpose in writing, as well as the energy and humor to do what I wanted to do. I regained the awareness and emotional presence to be a part of my family again, instead of the hidden husband and dad.

**Two days of my life.**  
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**TESTIMONIALS**

**MORE ➔**

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**Thomas Mann**  
15 years old  
New York, NY  
**Two days of my life.**  
After all this, recovery finally started to happen. It took me by surprise, and for a long time I didn't trust that it would last. But something had changed deep down. I believed in myself again, and the inner conviction of worthlessness disappeared.  
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**TESTIMONIALS**

**More ➔**

**FREEDOM FROM FEAR**

**Feel the world smiling back to you!**

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**TALK TO US**

**PROFESSIONAL SPECIALISTS**  
Psychiatrists, psychologists, social workers and other licensed mental health professionals with experience treating all of the major anxiety disorders as well as depressive illnesses.

**SUPPORT ONLINE AND IN PERSON**  
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**GROUP MEETINGS AND EVENTS**  
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**Freedom From Fear is a national not-for-profit mental health advocacy organization.**

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For further inquiries please:

**CALL US** **ONLINE CONTACT**

**Real People. Real Treatments. Real Success Stories.**

**Jane Linden**  
19 years old  
Tulsa, OK  
**My happy story.**  
Freedom From Fear is the first program that actually understood my anxiety and what I needed to do to get better. They looked at me as a whole person and all the areas of my life that were affected by my anxiety. I had been through other local programs reporting to have expertise only to find out they were group based and ...  
**Read more**

**Lina Tonks**  
16 years old  
Washington DC  
**Two days of my life.**  
The goal of sharing my story is to help others realize that there is hope. What I was doing wasn't working and if I can help even one person find their way to managing OCD, I will have been successful.  
I have learned that "feelings are not facts and ...  
**Read more**

**Thomas Mann**  
15 years old  
New York, NY  
**Thank you!**  
After all this, recovery finally started to happen. It took me by surprise, and for a long time I didn't trust that it would last. But something had changed deep down. I believed in myself again, and the inner conviction of worthlessness instead of the hidden friend and brother. It was worth every day.  
**Read more**

**TESTIMONIALS**

**More ➔**

# PROTOTYPE ITERATIONS

**FREEDOM FROM FEAR** 

**DEPRESSION**

Depression (major depressive disorder or clinical depression) is a common but serious mood disorder. It causes severe symptoms that affect how you feel, think, and handle daily activities, such as sleeping, eating, and/or working. To be diagnosed with depression, the symptoms must be present for at least two weeks. It is reported that 19.2% of the United States adult and children population were diagnosed with depression.

More than just a bout of the blues, depression isn't a weakness and you can't simply "snap out" of it. Depression may require long-term treatment. But don't get discouraged. Most people with depression feel better with medication, psychotherapy or both.

**ANXIETY**

Occasional anxiety is a normal part of life. You might feel anxious when faced with a problem at work, before taking a test, or making an important decision. But anxiety disorders involve more than temporary worry or fear. For a person with an anxiety disorder, the anxiety does not go away, and can get worse over time. The feelings can interfere with daily activities such as job performance, school work, and relationships.

[Read more](#)

**Symptoms**

If you feel depressed, make an appointment to see your doctor or mental health professional as soon as you can. If you're reluctant to seek treatment, talk to a friend or loved one, any health care professional, a faith leader, or someone else you trust.

[Read less](#)

**Test for anxiety level**

**Symptoms**

**Resources**

**FREEDOM FROM FEAR** 

**EMOTIONAL DISORDERS**

When emotional disorders, such as anxiety and depression, coexist with physical illness, quality of life suffers and outcomes for treatment worsen. The routine management of neurological conditions should, therefore, include assessment for and treatment of these disorders.

**DEPRESSION**

*"How are you?"*

Confused; Betrayed      Useless  
Broken      Never good enough  
Fragile; Anxious; Guilty      You don't notice it      Rejected  
Pathetic; Lonely      Annoying  
Defeated

Depression (major depressive disorder or clinical depression) is a common but serious mood disorder. It causes severe symptoms that affect how you feel, think, and handle daily activities, such as sleeping, eating, and/or working. To be diagnosed with depression, the symptoms must be present for at least two weeks. It is reported that 19.2% of the United States adult and children population were diagnosed with depression.

**These strategies may help to prevent emotional disorders:**

- Take steps to control stress, to increase your resilience and boost your self-esteem.
- Reach out to family and friends, especially in times of crisis, to help you weather rough spells.
- Get treatment at the earliest sign of a problem to help prevent depression from worsening.
- Consider getting long-term maintenance treatment to help prevent a relapse of symptoms.

**ANXIETY**

Anxiety

Occasional anxiety is a normal part of life. You might feel anxious when faced with a problem at work, before taking a test, or making an important decision. But anxiety disorders involve more than temporary worry or fear. For a person with an anxiety disorder, the anxiety does not go away, and can get worse over time. The feelings can interfere with daily activities such as job performance, school work, and relationships.

**Contact us**  
**718-351-1717**  
[help@freedomfromfear.org](mailto:help@freedomfromfear.org)

**Follow us**

**Freedom From Fear**  
308 Seaview Avenue  
Staten Island, NY 10305

**Contact us**  
**718-351-1717**  
[help@freedomfromfear.org](mailto:help@freedomfromfear.org)

**Follow us**

# PROTOTYPE ITERATIONS

This screenshot shows the initial version of the website's services page. It features a large, scenic image of green hills at sunset. Below the image, there is a block of text about the Clinical Management Consultants treatment center, followed by information about walk-in intakes, patient intake requirements, and visit restrictions for minors. At the bottom, there is a section titled "A Look at Our Treatment Center" with a "CLICK HERE" link. The footer contains contact information and social media links.

**SERVICES**

Please read the information below regarding the Clinical Management Consultants treatment center at Freedom From Fear. The treatment center located at Freedom From Fear, Clinical Management Consultants, Inc., consists of psychiatrists, psychologists, social workers and other licensed mental health professionals with experience treating all of the major anxiety disorders (including generalized anxiety disorder, social anxiety disorder, panic disorder, obsessive-compulsive disorder and post-traumatic stress disorder) as well as depressive illnesses. All of the therapists are also well trained in Cognitive Behavioral Therapy.

For those who are 18-years-old and older intakes will be done on a walk-in basis every TUESDAY from 3:00PM - 5:00 PM and every THURSDAY from 3:00PM - 5:00PM. Please check with your insurance company prior to coming to our office to make sure that your plan will cover your visit. We accept most major insurances, however, we do not accept Medicaid and Medicaid related plans.

We see patients on a first-come-first-served basis. If we are unable to accommodate all patients on a particular day, we will provide you with the necessary paperwork and schedule your evaluation for a later date.

Children and adolescents under the age of 18 cannot come for a walk-in evaluation without a parent or guardian present. For information on treatment for children and adolescents, please [CLICK HERE](#)

[A Look at Our Treatment Center](#)

**FREEDOM FROM FEAR**  [DONATE](#)

[SERVICES](#) 

This screenshot shows the second iteration of the services page. The layout has been simplified, with the main text about the treatment center moved to a separate section below the image. The "A Look at Our Treatment Center" section is now a collapsed menu item. The "Children & Adolescents" button is highlighted in blue, indicating it is the active tab. A purple call-to-action button "Learn More About Our Therapy and Treatment Options" is positioned below the tabs. The footer remains the same as the first iteration.

**SERVICES**

Clinical Management Consultants

A Look at Our Treatment Center

[Children & Adolescents](#) [Understanding Your Insurance](#)

[Learn More About Our Therapy and Treatment Options](#)

**FREEDOM FROM FEAR**  [DONATE](#)

[SERVICES](#) 

This screenshot shows the third iteration of the services page. The main content area has been removed, replaced by a large, dark image of two hands holding each other. The "Clinical Management Consultants" and "A Look at Our Treatment Center" sections are now collapsed menu items. The "Children & Adolescents" and "Treatments" buttons are visible in their respective positions. The "Understanding Your Insurance" button is still present in its original location. The footer remains the same as the previous iterations.

**SERVICES**

Clinical Management Consultants

A Look at Our Treatment Center

[Children & Adolescents](#) [Treatments](#)

[Understanding Your Insurance](#)

**FREEDOM FROM FEAR**  [DONATE](#)

[SERVICES](#) 

# PROTOTYPE ITERATIONS

## Mobile header iteration

1.



2.



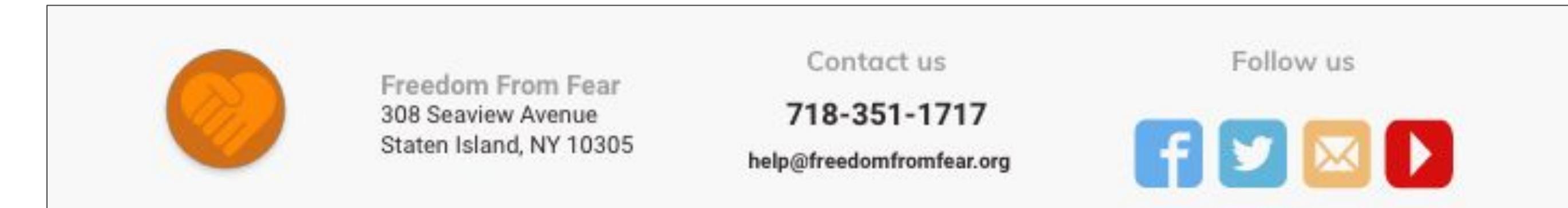
3.



4.



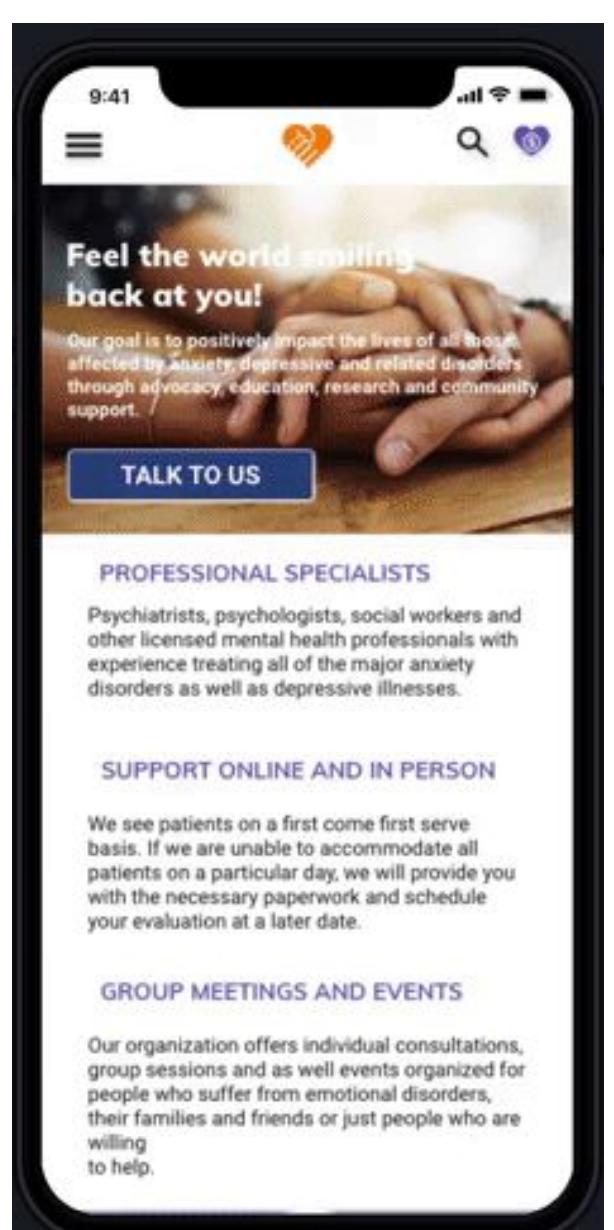
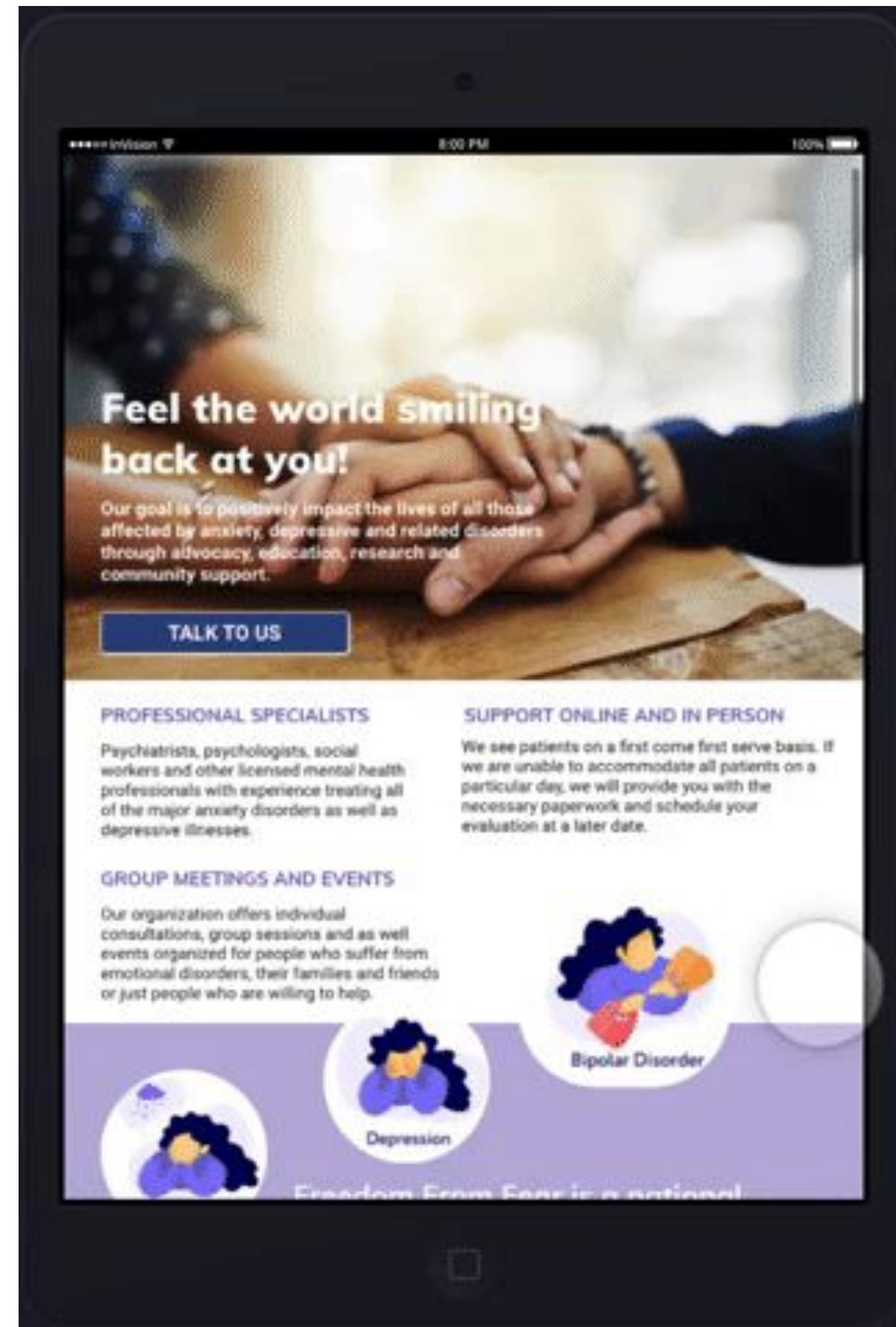
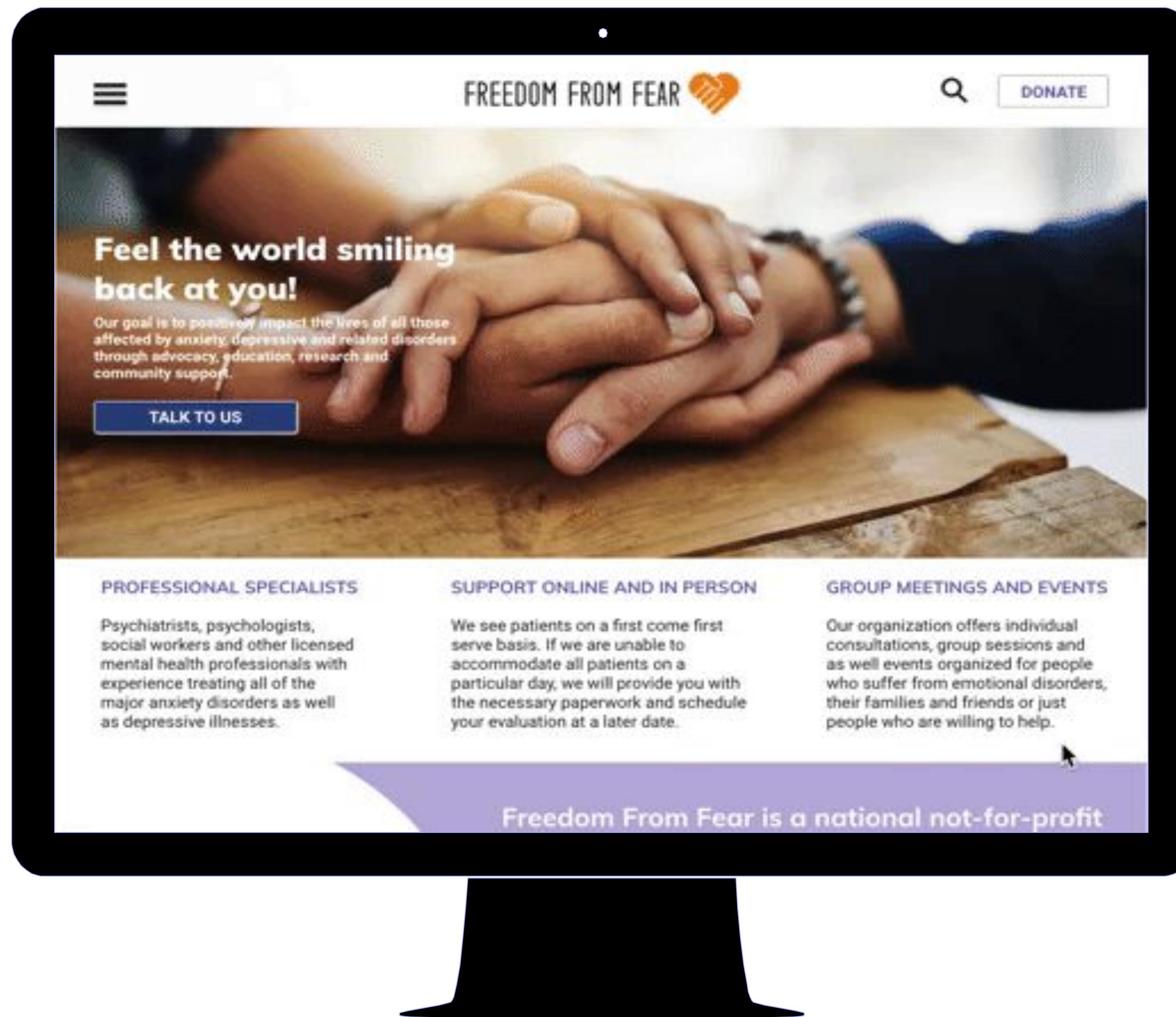
## Desktop footer iteration



## Donate button iteration + mobile icon

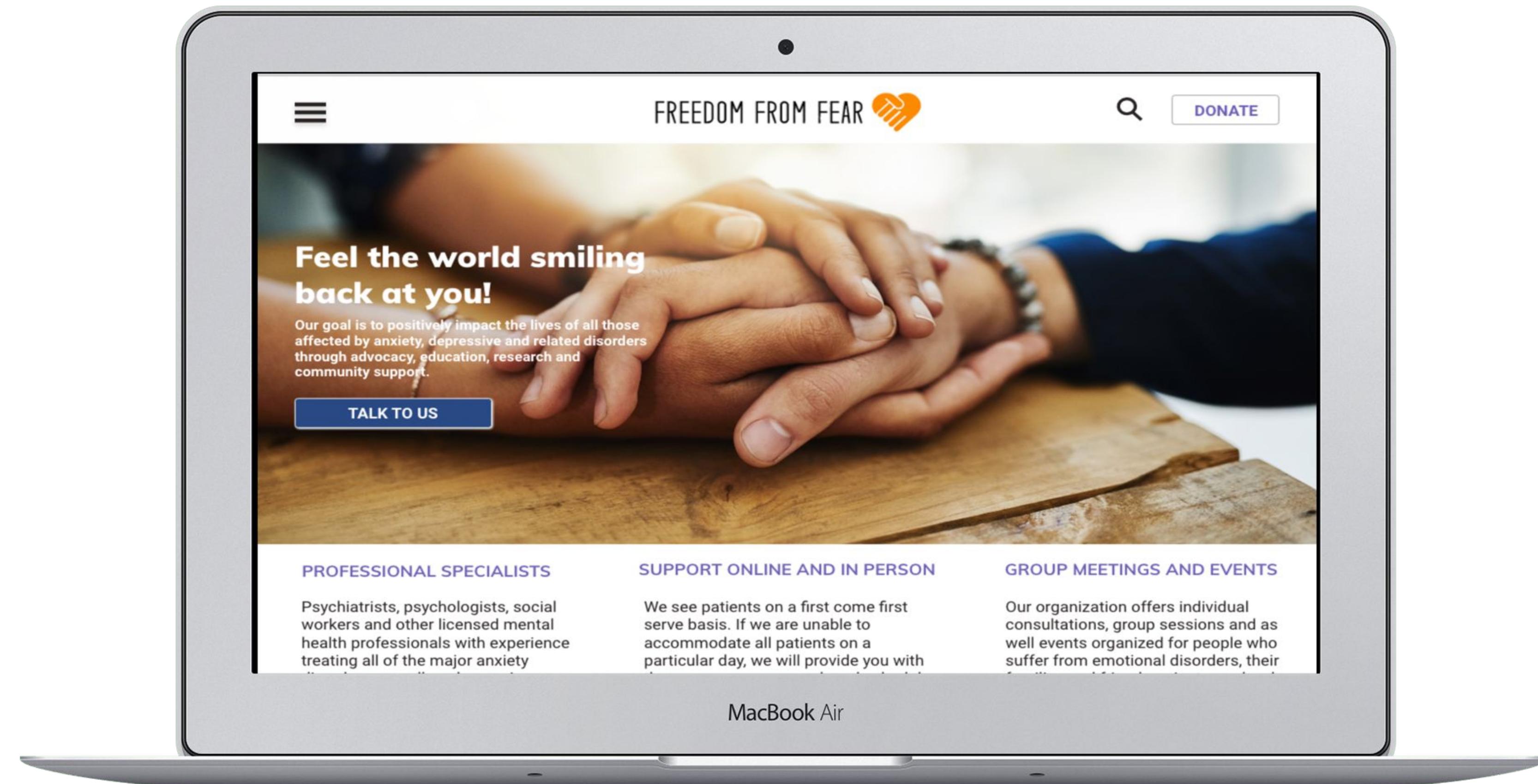


# RESPONSIVE PROTOTYPE

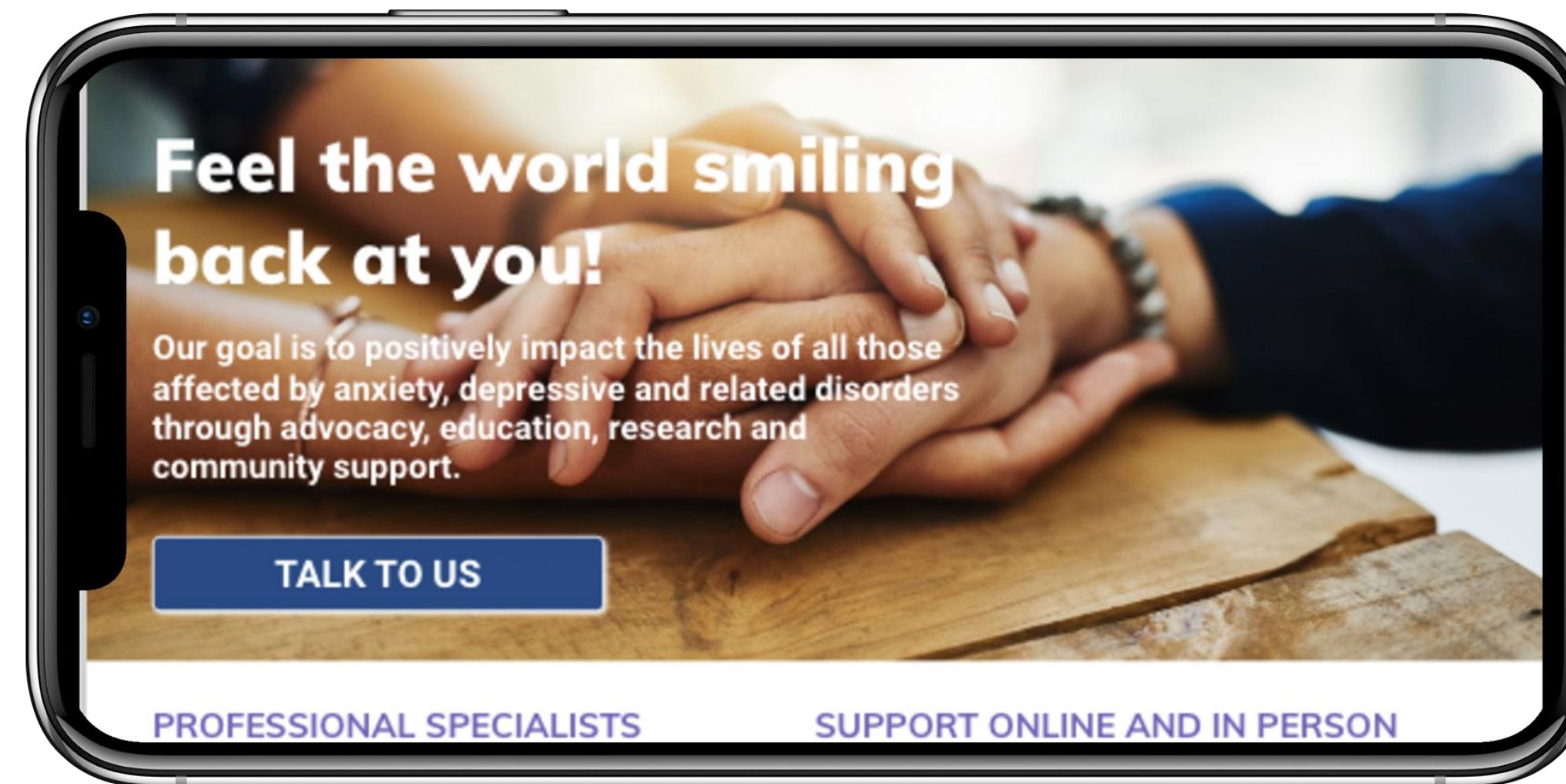
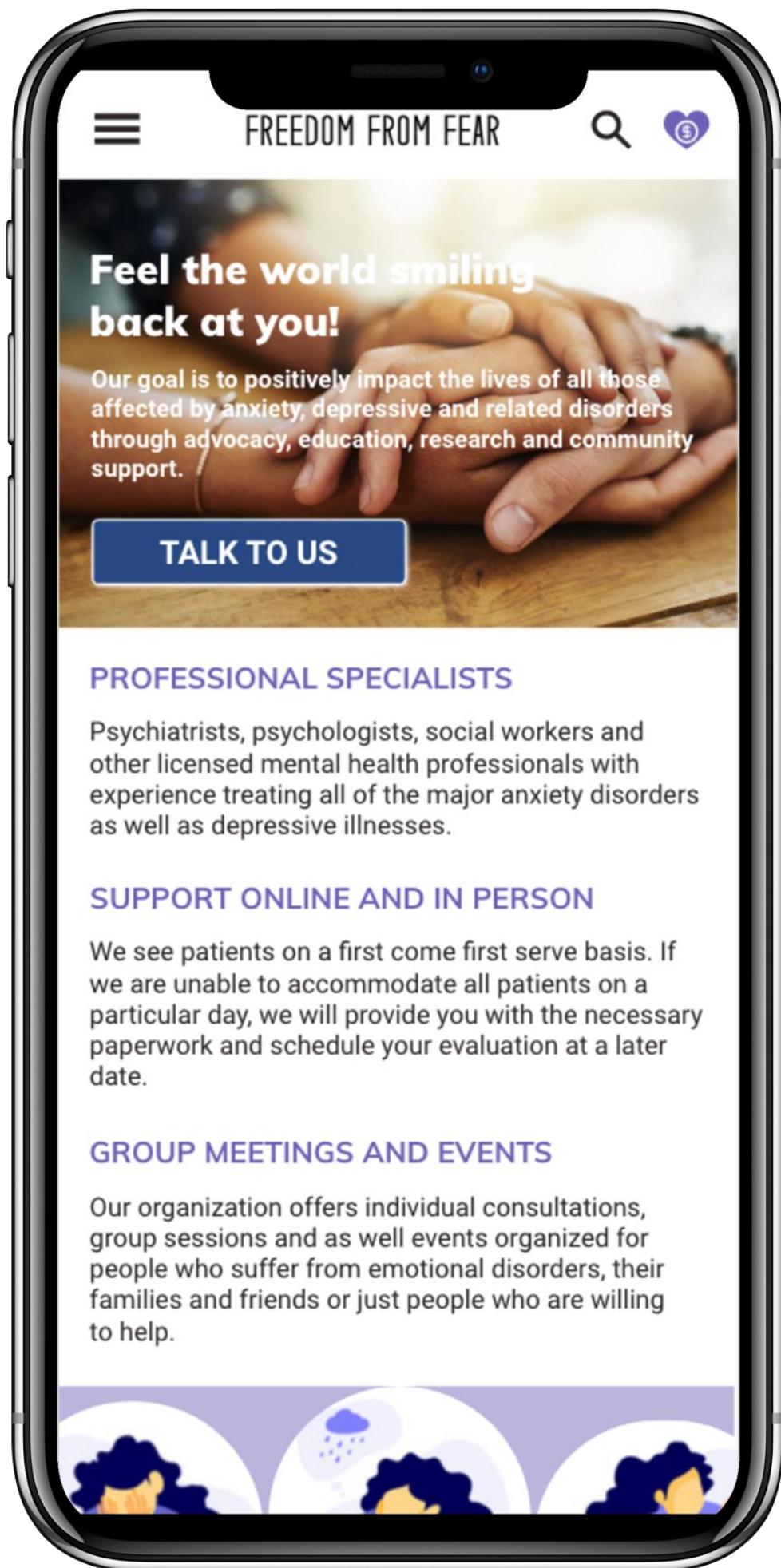


# DESKTOP PROTOTYPE

[Link to Desktop Prototype](#)



# MOBILE PROTOTYPE



[Link to Mobile Prototype](#)

# NEXT STEPS

1. More testing of the current prototypes with the potential users to understand if the design meets all their needs and requests.
2. Adding the option of the personal account that would help communication between a customer and a therapist, will contain all the personal data, results of the psychological tests and needed information for the specific treatment.
3. Improving user's experience by adding the service of "Request a callback" and other options for easier and faster communication among people who need help and Freedom from Fear therapists.

The image displays three electronic devices (a laptop, a tablet, and a smartphone) showing the website for "FREEDOM FROM FEAR". The website features a main banner with two hands clasped, a "TALK TO US" button, and sections for "PROFESSIONAL SPECIALISTS", "SUPPORT ONLINE AND IN PERSON", and "GROUP MEETINGS AND EVENTS". The "SUPPORT ONLINE AND IN PERSON" section includes a "Bipolar Disorder" icon.

**FREEDOM FROM FEAR**

Feel the world smiling back at you!

Our goal is to positively impact the lives of all those affected by anxiety, depressive and related disorders through advocacy, education, research and community support.

**TALK TO US**

**PROFESSIONAL SPECIALISTS**

Psychiatrists, psychologists, social workers and other licensed mental health professionals with experience treating all of the major anxiety

**SUPPORT ONLINE AND IN PERSON**

We see patients on a first come first serve basis. If we are unable to accommodate all patients on a particular day, we will provide you with

**GROUP MEETINGS AND EVENTS**

Our organization offers individual consultations, group sessions and as well events organized for people who suffer from emotional disorders, their families and friends or just people who are willing to help.

**Bipolar Disorder**

**DONATE**

**FREEDOM FROM FEAR**

Feel the world smiling back at you!

Our goal is to positively impact the lives of all those affected by anxiety, depressive and related disorders through advocacy, education, research and community support.

**TALK TO US**

**PROFESSIONAL SPECIALISTS**

Psychiatrists, psychologists, social workers and other licensed mental health professionals with experience treating all of the major anxiety disorders as well as depressive illnesses.

**SUPPORT ONLINE AND IN PERSON**

We see patients on a first come first serve basis. If we are unable to accommodate all patients on a particular day, we will provide you with the necessary paperwork and schedule your evaluation at a later date.

**GROUP MEETINGS AND EVENTS**

Our organization offers individual consultations, group sessions and as well events organized for people who suffer from emotional disorders, their families and friends or just people who are willing to help.

**Bipolar Disorder**

**FREEDOM FROM FEAR**

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**TALK TO US**

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**GROUP MEETINGS AND EVENTS**

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Thank  
you!