

Step 1: Define Audience / Tone

- Who will visit your site? Potential employers? New clients or customers?

I am planning to design a site for my sister's Rolfing practice, so the key audience will be new clients, current clients, and individuals interested in learning more about Rolfing and the potential health benefits.

- What can make you and/or your product stand out against your competitors?

Leah specializes in Rolfing work specifically centered around trauma. She has a background in psychology, as well as yoga. As someone based in a "yoga hotspot" I want to highlight the connection between yoga and Rolfing and draw in people from the yoga community.

Most Rolfing websites are highly clinical and not necessarily accessible or even searchable by the average person looking for relief. In other words, many people do not know what Rolfing is or that it may be a solution to their ailments. I would like to find a way to make the website searchable for people who may not even be aware that Rolfing exists.

- How would you speak to your clientele if you were communicating in person? How could you translate that style and tone digitally?

Rolfing is very much a science, with basis in biology, anatomy, and physiotherapy. However, the issues it addresses are sometimes less tangible, such as emotional trauma, and may be the result of long term behavior patterns and illnesses. The tone should be highly professional, but also somewhat descriptive and perhaps less prosaic when communicating the health benefits. Ideally, I would like to include testimonials/ narratives from some of her previous and current clients.

- What colors represent you or your product?

I would like the site to be very clean, mainly gray tones. I would like the logo and headers to be a bright saffron orange and the font to be either the same orange or white.

- What images illustrate your message?

Rolfing is both an art and a science, so I would like the imagery to be a mixture of black and white anatomy drawings (nothing too gruesome), black and white photographs of Leah rolfing, and perhaps something to tie back to the yoga (perhaps a very clean, not too busy mandala as an overlay or navigational icon?).

Step 2: Define Site Structure

What are the three-to-five pages titled?

Home, Appointments, Bio, FAQ, Articles

Homepage

Leah McKellop Rolfing

Contains:

- Title
- Navigation
- Logo
- Serves as about page – Header: “Rolfing © & The 10 Series”

Appointments

Contains:

- Info to schedule appointments
 - Link to Thrives (where office is located)
- Paperwork (pdf files people can fill in online and mail in?)

Bio

Contains:

- Image
- Letter from Leah

FAQ

Contains:

- Common questions not covered on homepage
- Just text, maybe pictures to answer questions more thoroughly

Articles

Contains:

- Further reading on the benefits of Rolfing
- Studies
- Other resources?

