

## Assignment 1: Planning Client Site

Patrick Sullivan

### Part A: Profile of Client

My client is a licensed clinical social worker (LCSW) who operates a private mental health practice. She provides individual therapy services to adolescents and adults, with a clinical focus on anxiety disorders, obsessive-compulsive disorders (OCD), depression, and related mood and stress based conditions. Her work emphasized evidence-based treatment, compassionate care, and long-term emotional well-being.

The practice serves individuals seeking professional mental health support in a private, confidential, and supportive environment.

### Mission Statement & Website Goals

The mission of the practice is to provide accessible, empathetic, and evidence-based mental health care that empowers clients to better understand themselves, manage symptoms, and improve their quality of life while also understanding how to navigate it themselves as well. The goals for this website are as follows:

- Establish credibility and professionalism online.
- Clearly explain therapy services and specialties.
- Help potential clients determine if the practice is a good fit for them or not.
- Encourage visitors to reach out via contact or consultation request.
- Provide a calm, trustworthy digital presence aligned with mental health best practices.

My client does not have a dedicated professional website as of now for her private practice. This will be the first one.

### Part B: Profile of Target Audience

#### 1. Demographics

- a. Age Range: 10+
- b. Gender distribution: Mixed (slightly higher female demographic)
- c. Country: United States, primarily Fairfield County CT
- d. Living area: Suburban / Urban

#### 2. Socioeconomic details:

- a. Average income: Middle to upper-middle income
- b. Education level: High school diploma to graduate level education.
- c. Marital/family status: Single adults/teens, couples, parents, caregivers.
- d. Occupation: Students, professionals, healthcare workers, educators, any other sort of working adult.

- e. Work hours: Can span from clients working a 9-5 to clients that are excited founders.

**3. Web behavior:**

- a. Web usage: Daily
- b. Devices: Primarily phones, tablets, or laptops
- c. Usage intent: Browsing for good therapists to see

**Fictional visitor personas:**

Name	Sex	Age/Occupation	Location/Income
Emily R.	Female	15 High School Student	Westport, CT High-Mid Class Income (Parents)
Mark T.	Male	29 Investment Banking Associate	Fairfield, CT Middle Class Income
Sarah L.	Female	21 College Student	New Canaan, CT High-Mid Class Income (Parents)

**Reasons for Visiting the Site + Assigned Tasks:**

Visitors may come to the site for the following reasons:

1. Learn about therapy services offered by Katherine Sullivan LCSW.
  2. Understand her areas of specialization to see if there is a good fit between client + provider (OCD, anxiety, depression, etc)
  3. Evaluate and judge therapists credibility and approach based on web presence/structure.
- Pushing them to find contact information or to request an appointment.

**Task Assignment:**

- Emily: Search the site with her mother to see if Katherine looks friendly and inviting. The mother will be searching for Katherine is a reputable and trained therapist in OCD and anxiety disorders.
- Mark: Evaluates therapist experience and professionalism before reaching out via contact form. Mark likes to make sure he is giving his money to someone renowned.
- Sarah: Find reassurance, treatment philosophy, and someone kind to talk to and open up to. Being college age is hard, and finding someone wise and kind to talk to is a must.

**Part C: Website Design Consultation**

- 1. Purpose:**
  - a. Primary goal: Convert visitors into consultation requests
  - b. Most important action: Contact the practice or request an initial consultation
- 2. Messages & Content:**
  - a. Main message: Professional, compassionate mental health care tailored to individual needs.
- 3. Critical information for homepage:**
  - a. Therapist credentials (LCSW), education
  - b. Past client statements
  - c. Areas of specialization
  - d. A clear CTA
- 4. Existing content:**
  - a. Therapist biography, service descriptions
  - b. Professional headshots and calming imagery
  - c. A simple, professional logo for the site

#### **Part D: Desired Features**

##### **Essential:**

- About/Education page
- Services page
- Client quotes section
- Contact page / inquiry form

##### **Nice to have, but not necessary for MVP:**

- FAQ section
- Resource links

##### **Preferred Feel:**

- Calm, professional, welcoming and trustworthy. Simple hierarchy for simple navigation is a core concept of this build.
- She dislikes overly busy layouts, loud vibrant colors, and a cluttered hierarchy.
- She prefers a minimalist design with clean typography and soft, neutral colors.

##### **Navigation & Structure:**

- Main Pages: Home, About, Services, Contact (maybe reviews)
- Navigation: Simple top nav bar, zero clutter!
- Dropdowns: No dropdown required as of now, we are planning to re-assess mid semester.

##### **Competitor Analysis:**

- Good Example:  
<https://celynna-romero-therapy.clientsecure.me/?mld=18bcf0c2e2e8eb-025c9a44d04f5e-17525634-13c680-18bcf0c2e2f1a63>

- This website provides a fantastic example for what we are looking to create. We like this example for the following reasons:
  - Simple, to the point hierarchy. Visitors can easily map to an about section, a CTA, or anything else they may need.
  - The colors are neutral and not blinding. The site provides a warm welcome, and pushes users to stay and search for more information.
  - The only thing we don't like about this site is the minimal photos of the therapist. We find that if there is a photo front and center, the whole website has a more inviting and personable feel.
- Poor Example:
 

<https://www.mepsychotherapy.com/>

  - There are a few reasons that we don't like this site, but let's start with what it did well. The initial view of the site is calming, with a photo of nature. This can help to lower the visitors' guard and entice them to keep searching the site.
  - We think that the site is a bit too cluttered, with more information than needed. For example, the navigation bar. There is too much non-important information to the visitor information such as the link to their blog. Katherine is looking to have to-the-point, important information specifically. No personal plugs or anything else.

#### Audience Engagement:

- Discovery: Typically word of mouth, but google search can also do justice with good SEO.
- Visitor type: Primarily, site visitors will be first-timers who know minimal information about her practice.
- Reviews/referrals: Yes, these are quite important. Up until this point, Katherine has been using referrals/word-of-mouth for all newcomer clients.

#### Maintenance & Updates:

- Update frequency: Infrequent
- Maintenance responsibility: Client ease-of-use, bug-fixing, data security.
- Assistance needed: Occasional help for updates and bug-fixing.

### Part E: SDLC Approach, Timeline & Wireframe

#### Timeline:

Phase:	Timeframe:
Planning & Consultation	Weeks 1 - 2
Design	Weeks 2 - 3
Development	Weeks 3 - 5

Testing & Accessibility Checks	Weeks 4-5
Launch & Maintenance	Weeks 5 - 6

**Original logo:**

- To be designed using Pixlr X (AI Image Editor)
- Professional, minimal, centered around the name “Katherine Sullivan LCSW”

**Site map:**

- Home
- About
- Services
- Contact

**Part F: Client Verification & Approval**

**Consultation Summary:**

Date: 1/31/26

Format: Via FaceTime

Participants: Katherine Sullivan, Patrick Sullivan

During the consultation, my client reviewed the proposed website outline, target audience, and overall structure. She expressed that the current plan and site outline are solid and aligned with the goals of the practice. She agreed with the proposed pages, nav structure, and overall direction of the website.

She noted that while the conceptual plan is strong, she would like to review the website visually on her computer once designed and in early development. She believes this would be the best way to provide more detailed, specific feedback. She emphasized that seeing the layout and content in a live format will help her make best judgments.

Additionally, she emphasized that the website places a stronger emphasis on clearly displaying her education, credentials, and professional background to reinforce credibility and trust with potential clients.

**Reflection on Client Feedback:**

The feedback reinforced the strength of my initial planning and validated the overall structural idea and direction of the website. Based on her input, I plan to ensure that her education, credentials, and professional experience are clearly highlighted in the about section.

Her request to review the site during development emphasized the importance of translating planning concepts into a tangible design, which I can improve on. This feedback will help to guide me for future designs and development planning.

### Approval Message:



Patrick Sullivan

Hello, This assignment involves planning and design only as of now. It includes: - Understanding your practice services and target audience - Planning the site

1:47PM (1 hour ago)



Katherine Sullivan

to me ▾

1:53PM (58 minutes ago)



Hello

I confirm that I will partner with Patrick Sullivan to build my website and use him as my web developer.

Katherine Sullivan, LCSW

Sent from my iPhone

> On Feb 1, 2026, at 1:47 PM, Patrick Sullivan <[patrick.sullivan@uri.edu](mailto:patrick.sullivan@uri.edu)> wrote:  
>  
>