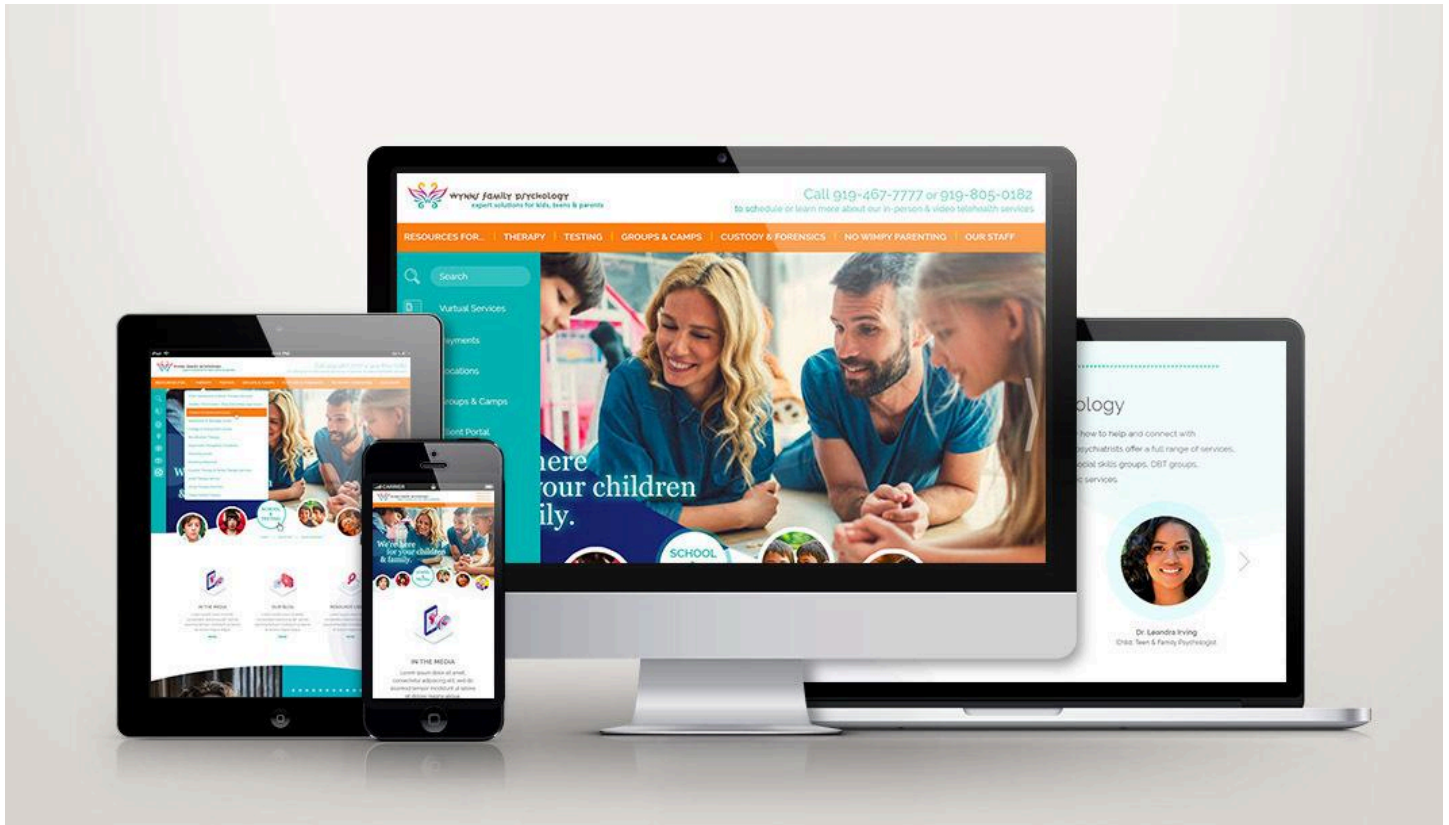


Website Design: Wynns Family Psychology

Striking a balance between a caring presentation highlighted by bright, fun colors, and the presentation of clinical psychology content for families, the WFP team wanted their new website design to be “less stuffy, but professional”!



My design process begins with research for the designs of other similar products or services within their industry. Additionally, I research common themes, trends and current styles for the elements within website design.

I ask clients for their preferences and “likes and dislikes” for website home pages, mobile experiences and ask for their initial wish-list of ideas and directions. I then begin work on initial concepts which fall in to three groups. Within the first round of concepts I present (1) the exact type of site design described by the client, (2) different concepts which fit within the industry and (3) edgy concepts which “push the envelope” and may be more trendsetting, or divergent in current trends.

Portfolio Sample

Ryan Moore

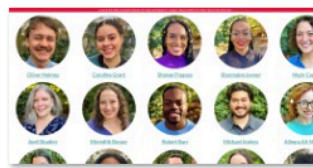
Ryan@MooreCreative.com 980-254-6741

Portfolio & CV Online At Ryan.MooreCreative.com

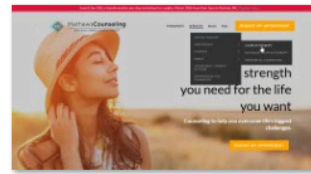
Industry research included three or four primary competitors or similar service practices in the area.



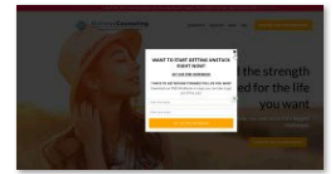
3CFamilyServices.png



Martin-Therapists.png



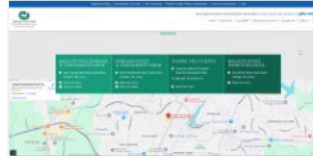
Matthews-Home.png



Matthews-Popup.png



Research-Lepage-Home.png



Research-Lepage-locations.png



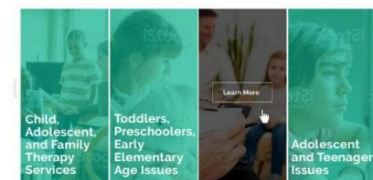
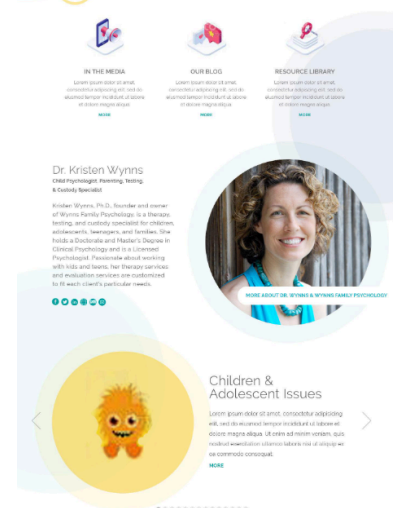
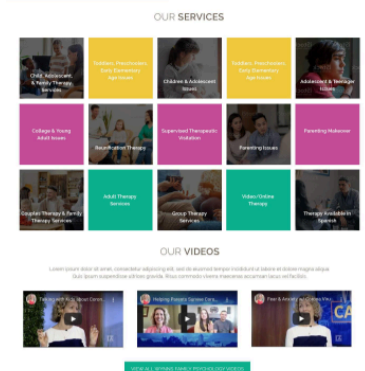
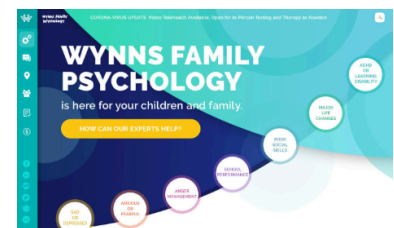
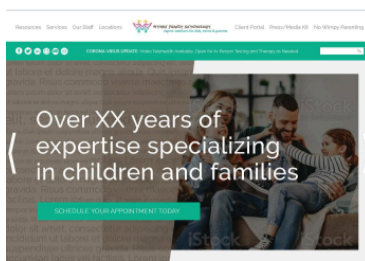
Research-Lepage-Staff.png



Therapeuticpartners-home.png

While the client liked elements found on different sites, one owner wanted their site to have round shapes, curves, and organic shapes vs having everything made from rectangles, while another wished for more traditional shapes. Also, the desire for bright and fun colors was reinforced in early discussions but was also conflicted by a request for soft pastel colors as well.

The first round of concepts presented several different, increasing combinations of these requests.



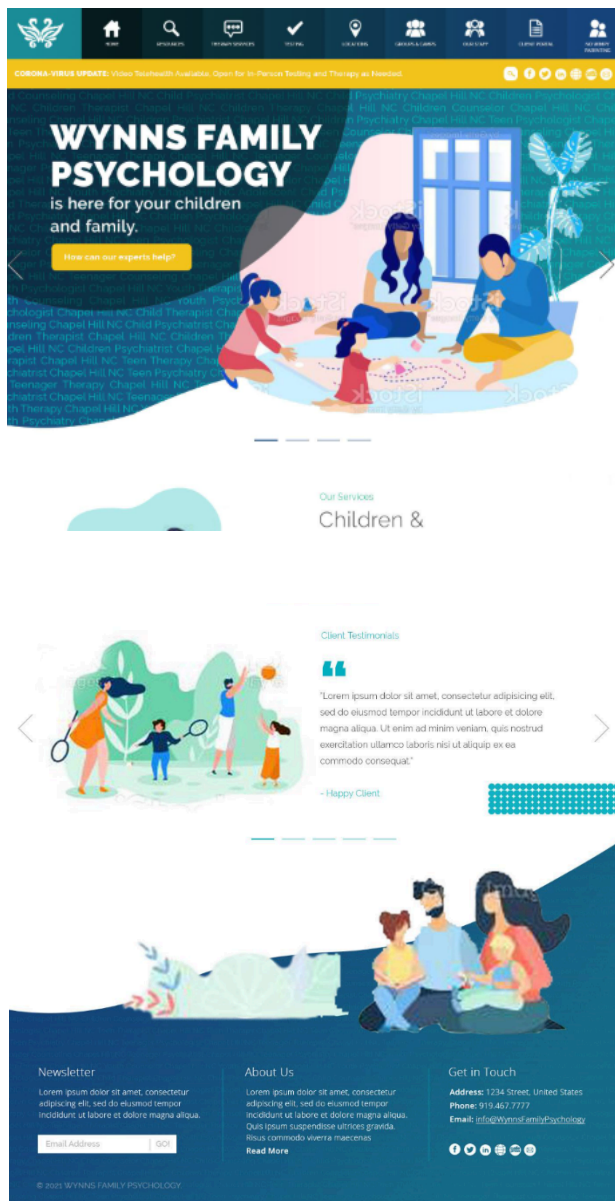
Portfolio Sample

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This fourth concept presented in the first round of mockups was selected as the primary direction for subsequent rounds, yet combining together preferred elements from other concepts in this round (such as the home page round circle menu).



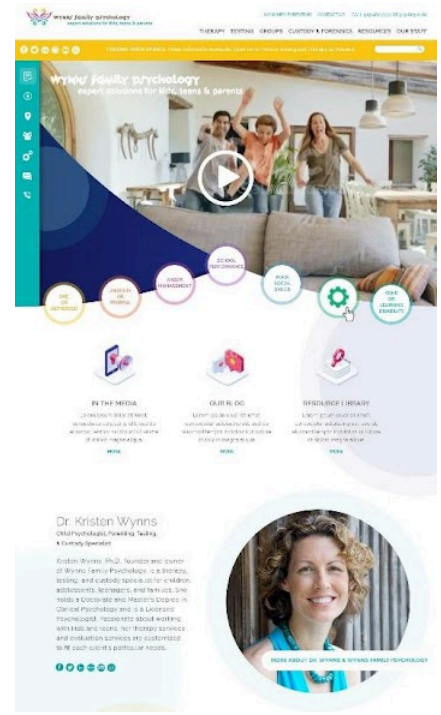
Portfolio Sample

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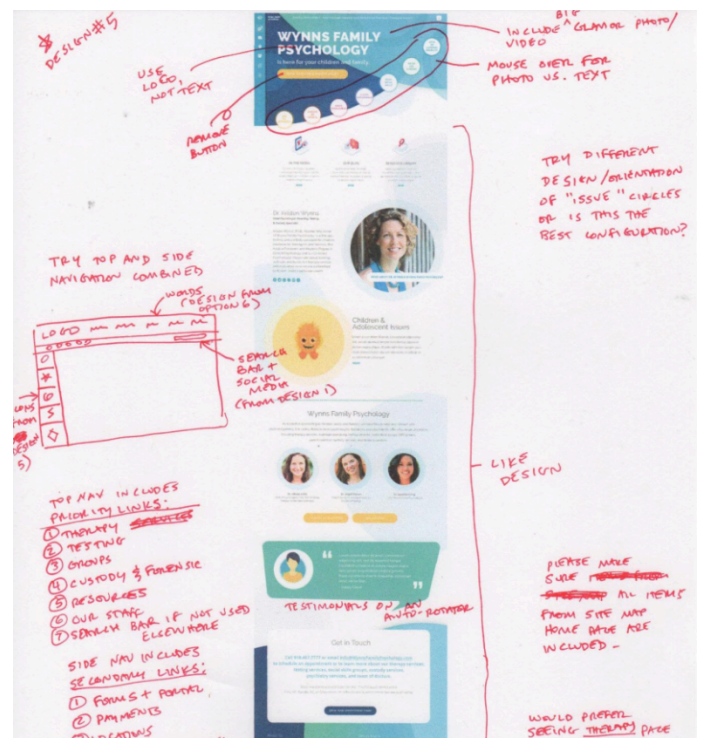
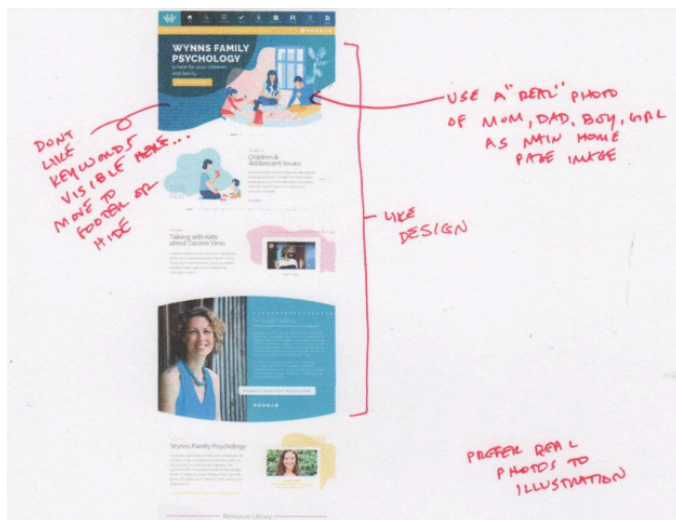
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The second and third round of concept revisions focused on the elements of the home page including the main navigation, header or slide-show rotator, and the style for messages and announcements on the home page.



As two or three main concepts moved forward, the style in each began to merge and share similar elements. But additionally, elements from previous rounds came back into conversations and notes.



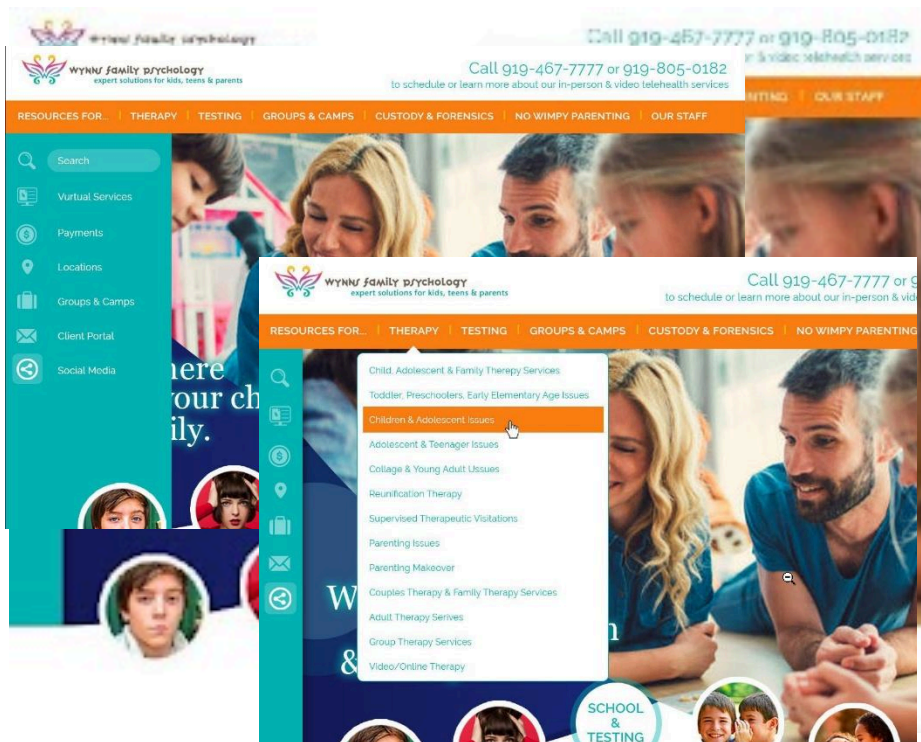
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This concept Round 7 version was selected as the primary central design to work with for the site design development and the seed for internal page designs and elements.



Portfolio Sample

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Later rounds of concepts set the design and page element features for a set of key interior pages such as a section for Services and a section for the Staff. These included suggested stock photography to consider and styles for image treatment and paragraph presentation on internal pages of the site.



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Call 919-467-7777 or [email us](#) to schedule an appointment or to learn more about our therapy services, testing services, social skills groups, services, psychiatry services, and team of doctors.

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Child Therapist, Child Psychologist, and Family Therapy Services in Cary NC child counseling ratings in Wynn's Family Psychology provide professional, customized, and collaborative therapy. We have extensive experience in conducting cognitive behavioral therapy, play therapy, dialectical behavior therapy, and parent-child interaction therapy (PCIT) with preschoolers through teenagers. While our specialty is focusing on children, adolescents, and families challenged by a variety of psychological and emotional issues, we also enjoy providing adult therapy and couples therapy with the same level of positive energy and effective problem-solving.

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- Attention Deficit Hyperactivity Disorder (ADHD)



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Get in Touch

Address: 1234 Street, United States
Phone: (919) 467-7777

Email: Info@WynnsFamilyPsychology.com



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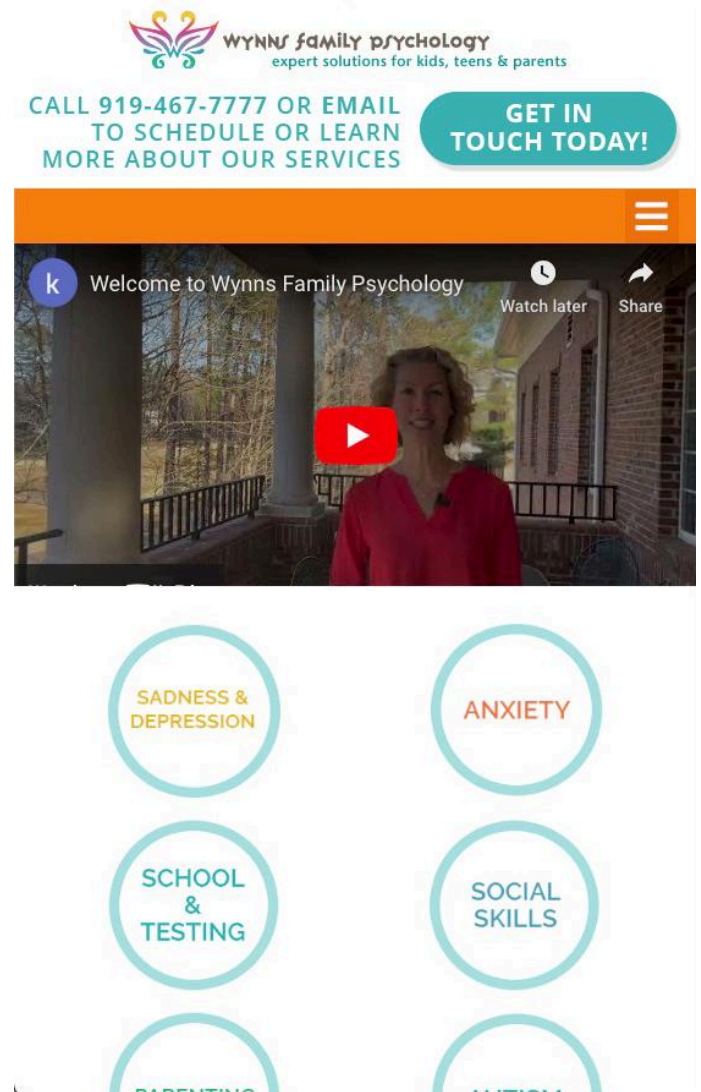
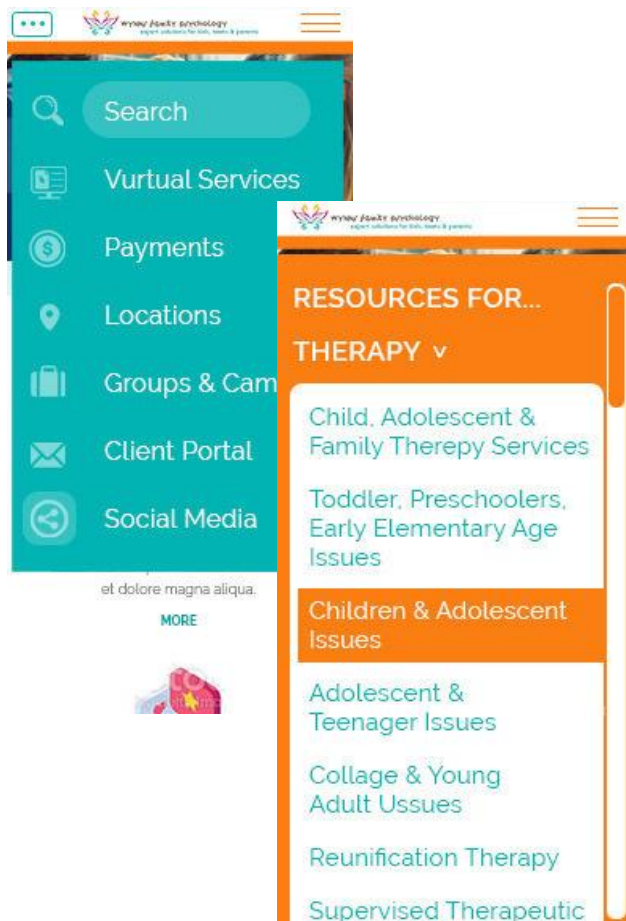
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In general, the overall design followed a “Mobile First” design priority, however with the main theme styles established, the options for different presentations of mobile elements for main menu, side menu and call-to-action buttons was reviewed.

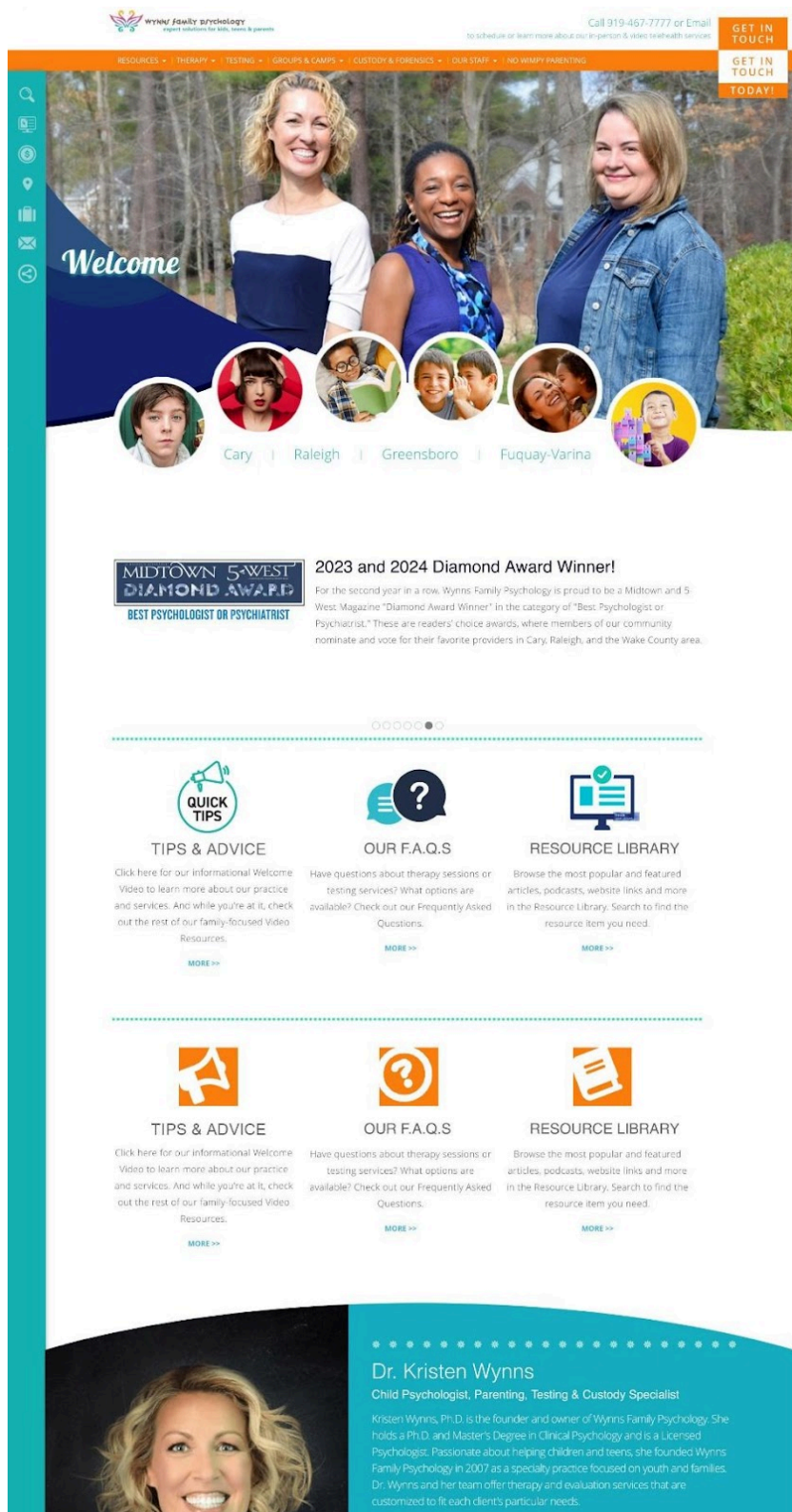


Portfolio Sample

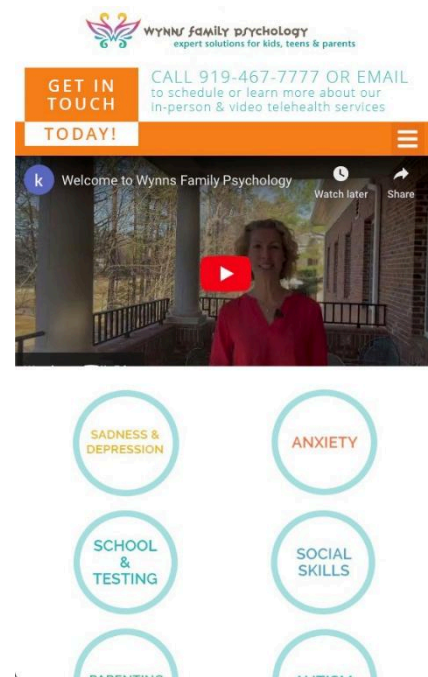
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Published in early 2024, the Wynn's Family Psychology website meets the needs for the owners, doctors and staff to internally manage content, files and messaging within the website. From a design and web development perspective, minor updates and style refresh are occasionally requested such as a recent request to increase the placement and prominence of the primary Get In Touch call-to-action button on the desktop and mobile views of the website.



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