

Design Collaboration: Peer Critique

by Pauline Frances

For Career Foundry

1st August 2021

Home Page Design

Critique

Questionable App Name

"‘The-rapia’ I’m not familiar with the word, but I just see ‘the’ and ‘rape’ in it."

Bold Font

"There is a lot of bold text which feels a little overbearing. I think."

Red Alert!

The red chair does stand out... is red a good colour to use to symbolize a therapist chair?

Clarity & Positive Feeling

"Very clear and calm"

therapia

Looking for a therapist?

enter city / district / postcode

advanced search



Which therapy is right for you?

START QUIZ



How to decide on a therapist?

EVALUATE THERAPIST



How can you optimise your search?

CREATE ACCOUNT

EMERGENCY HELP



Resolution

Updated App Name

therapEase was chosen as the new product name. It also better presents the purpose and benefit of the app: ease the process of finding a therapist.

therapEase

Looking for a therapist?

location: enter city / district / postcode

advanced search



Which therapy is right for you?

START QUIZ



How to decide on a therapist?

EVALUATE THERAPIST



How can you optimise your search?

CREATE ACCOUNT

EMERGENCY HELP



Home Page Design

Critique

therapia

Looking for a therapist?

enter city / district / postcode

advanced search



Which therapy is right for you?

START QUIZ



How to decide on a therapist?

EVALUATE THERAPIST



How can you optimise your search?

CREATE ACCOUNT

EMERGENCY HELP



Irrelevance to repeat users

Repeat users, in particular account holders, will want to see relevant, personalised information upfront upon opening the app.

Bespoke Home Page

Next appointment date and new message notifications appear upfront on the home page for account holders

Bespoke Content

Tailor content to search terms used e.g. type of therapy, length of time on the app i.e. search approaches. Only show articles that have not already been read.

Resolution

therapEase



new search saved search



Which therapy is right for you?

START QUIZ



How to decide on a therapist?

EVALUATE THERAPIST



How to best navigate your search?

SEARCH TIPS

EMERGENCY HELP



Account

Critique

account

Welcome back Anna!



edit
profile



edit
template



saved
searches



account
settings

messages

[see all](#)

Today



Sabina
Klein

Yesterday



Jan
Hegewald

next appointment

[see all](#)



Friday 6th August



17.00



online



Dr. Dipl.-Psych.Jorg Müller
Psychologischer Psychotherapeut
Bergmanstrasse 22
10999 Berlin



Home



Search



Therapy



Account

Very dark

"Very dark and heavy overall.
Changing the bold font to
regular in the profile might help,
for a start."

Reduced Saturation

Saturation of icons was reduced
from 70% to 60%.

Reduced Saturation

Saturation of text was reduced
from 100% to 70%.

Changed Font Colour

Name and title of therapist has
been changed from black to
green.

Resolution

account

Welcome back Anna!



edit
profile



edit
template



saved
searches



account
settings

messages

[see all](#)

Today



Sabina
Klein

Yesterday



Jan
Hegewald

next appointment

[see all](#)



Friday 6th August



17.00



online



Dr. Dipl.-Psych.Jorg Müller
Psychologischer Psychotherapeut
Bergmanstrasse 22
10999 Berlin



Home



Search



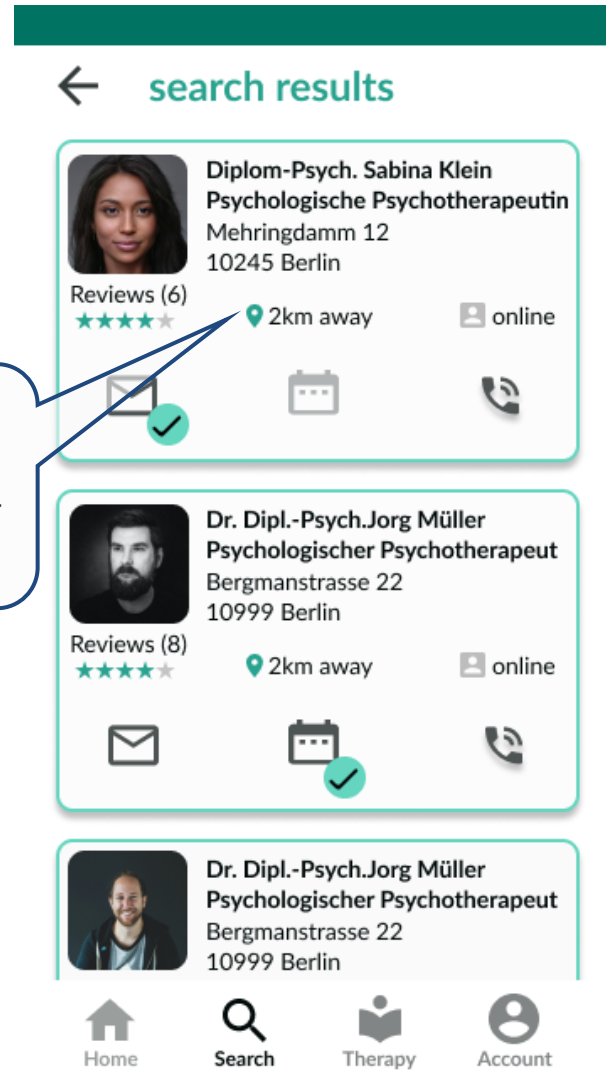
Therapy



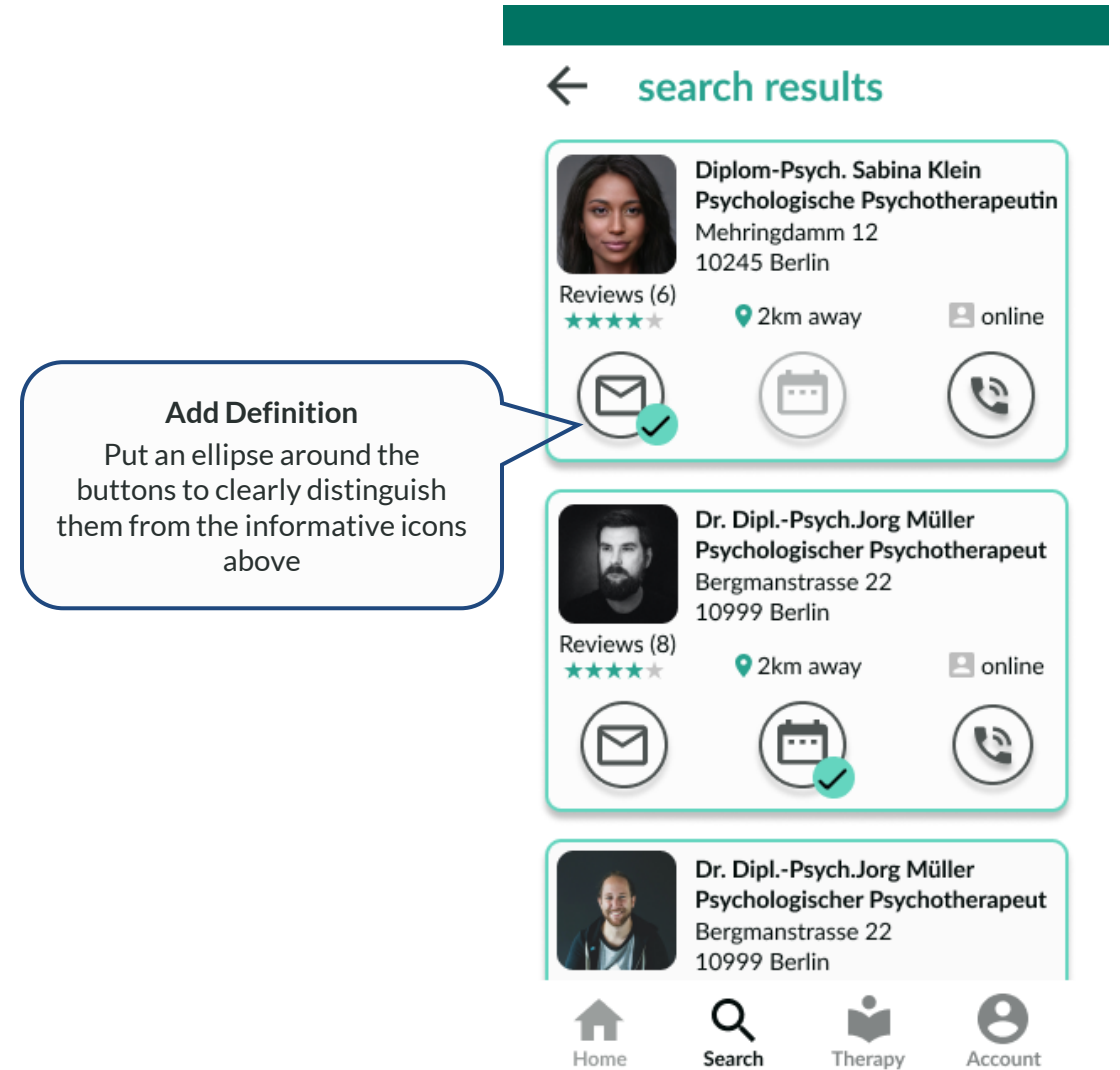
Account

Search Results

Critique



Resolution



Design Collaboration: Peer Critique

by Pauline Frances

For Career Foundry

1st August 2021