

SUZANNE RICHARDS

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**REIMAGINES TALKSPACE.COM**

## TODAY, I'M GOING TO TELL YOU ABOUT:

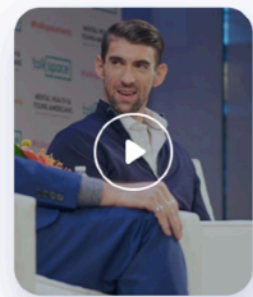
- ▶ Why I chose this website to change
- ▶ My research that I did to help me understand what needed to change
- ▶ The changes I made
- ▶ The testing results
- ▶ And where I ended up and why

# Therapy for All

Join one million people who already feel happier

With Talkspace online therapy, anyone can get therapy without traveling to an office - and for significantly less money than traditional therapy.

Start therapy now with a licensed therapist that understands how you live your life today.

[GET STARTED](#)

Latest announcements

## Michael Phelps' Mental Health Story

World Champion Swimmer Michael Phelps struggled with anxiety and depression for much of his life. Michael is teaming up with Talkspace to share the story of how therapy helped one of the world's greatest athletes feel stronger. Checkout Michael's story to see if therapy can help you too.

Read [MICHAEL'S STORY](#)

Sketch

Needs help

I CHOSE TALKSPACE

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AN ONLINE  
THERAPY WEBSITE

## So You're Thinking about Seeing a Therapist...

The Bold Italic Editors [Follow](#)  
Feb 19, 2014 · 6 min read



Illustration by Monica Garwood

From the Bold Italic, an SF blog



4

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LOAD

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TREATMENTS

## Frustrated You Can't Find A Therapist? They're Frustrated, Too

July 14, 2016 · 4:59 AM ET  
Heard on Morning Edition

APRIL DEMBOSKY

NPR Morning Edition

FROM KC

CITYLAB

DESIGN / TRANSPORTATION / ENVIRONMENT / EQUITY / LIFE



It's Hard to Get Therapy Unless You're White  
DILGA KHAZAN JUN 1, 2016

Straight up horrible

# I CHOSE IT BECAUSE

# FINDING A THERAPIST IN THE BAY AREA IS VERY HARD.

## WHAT DID BY INTERVIEWS TELL ME?

- ▶ The online therapy site might not appeal to someone completely new to therapy.
- ▶ It seems the people most likely to try it would be people very comfortable on electronic devices.
- ▶ And those people are likely under 40.
- ▶ People are concerned about price. Making traditional appointments work in your schedule is hard if you work full time.  
Doesn't seem like therapists are taking insurance anymore.
- ▶ People seem to think there's not enough of a connection with texting and that it takes too long to explain.
- ▶ People may not be that concerned with privacy.

# Susan Reese, therapy patient



*"You can't have too much cheese."*

Age: 33

Work: Customer Success Manager

## Goals

- To feel better
- A hassle-free therapy experience
- Spend no more than \$60 a session

## Frustrations

- Finding a good therapist who is available
- Finding a schedule that works
- Not connecting with a therapist
- Therapist not punctual
- Therapist expensive
- Therapist too far away/inconvenient

## Bio

Susan has been in therapy for 15 years for general anxiety

Home			
	Michaels story		
	Michaels story (video)		
	Meet our 2000 licensed therapists		
	Meaningful therapy on every device		
	How therapy works on Talkspace		
	Our services		
	Press		
	Talkspace gift cards		
	footer		
How it works			
	How therapy works on Talkspace		
	Press		
Press			
	Press		
Business			

WE CAN DO BETTER!

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**MADE A TREE JACK FOR THE CURRENT IA...**

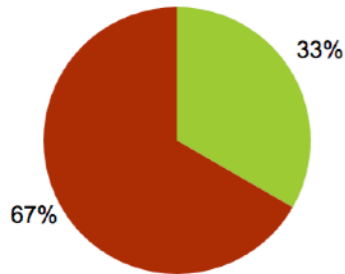
Talkspace's current IA



# TOO BAD ABOUT TEXT THERAPY

4. Find out if you can get text therapy.

Our services



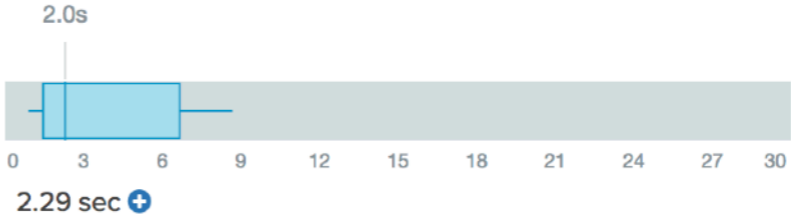
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Fail	Direct	6	6	67%	67%
	Indirect	0	0	0%	
Skip	Direct	0	0	0%	0%
	Indirect	0	0	0%	

View the pietree

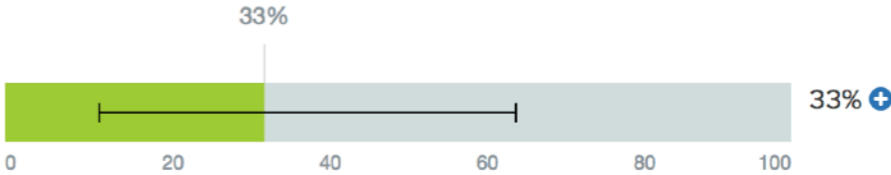
4

OVERALL

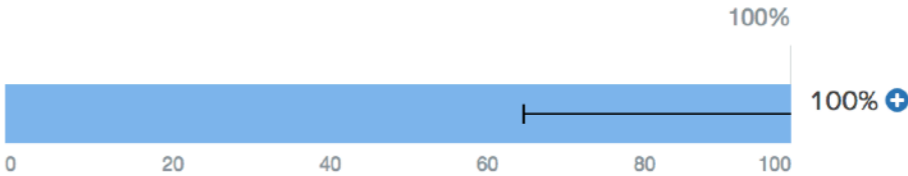
Time taken



Success



Directness



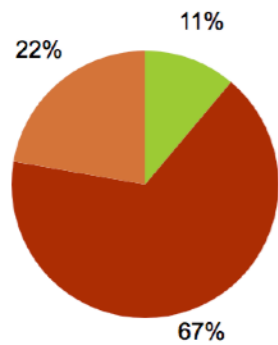
People find it hard to understand that text therapy is a service. Could be solved by created a category with "Therapy types" subcategory is text, video, and email.



# ADDICTS ARE IN LUCK... TOO BAD THEY CAN'T FIND THAT OUT

8. Find out if Talkspace works with people with addiction.

FAQs

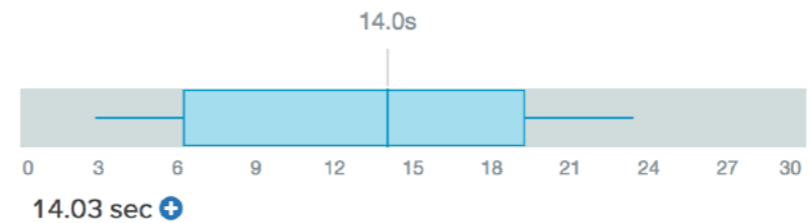


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Fail	Direct	6	8	67%	89%
	Indirect	2	0	22%	0%
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	Indirect	0	0	0%	0%

View the pietree

2 OVERALL

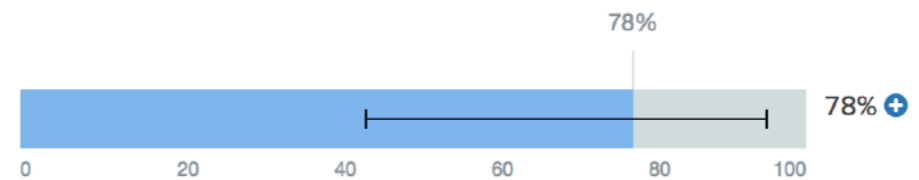
Time taken



Success



Directness



This is pretty serious. The only way you can find any good info on conditions they treat is in the FAQs. This can be surfaced all over the site. In not in a menu, then where they search for their plan or in the case studies.

# TALKSPACE.COM CONTENT AUDIT

	A	B	C
Home			
		Michaels story	
		Michaels story (video)	
		Meet our 2000 licensed therapists	
		Meaningful therapy on every device	
		How therapy works on Talkspace	
		Our services	
		Press	
		Talkspace gift cards	
		footer	
How it works			
		How therapy works on Talkspace	
		Press	
Press			
		Press	
Business			
		Talkspace for business	
Blog			
		Blogs	

Yikes.

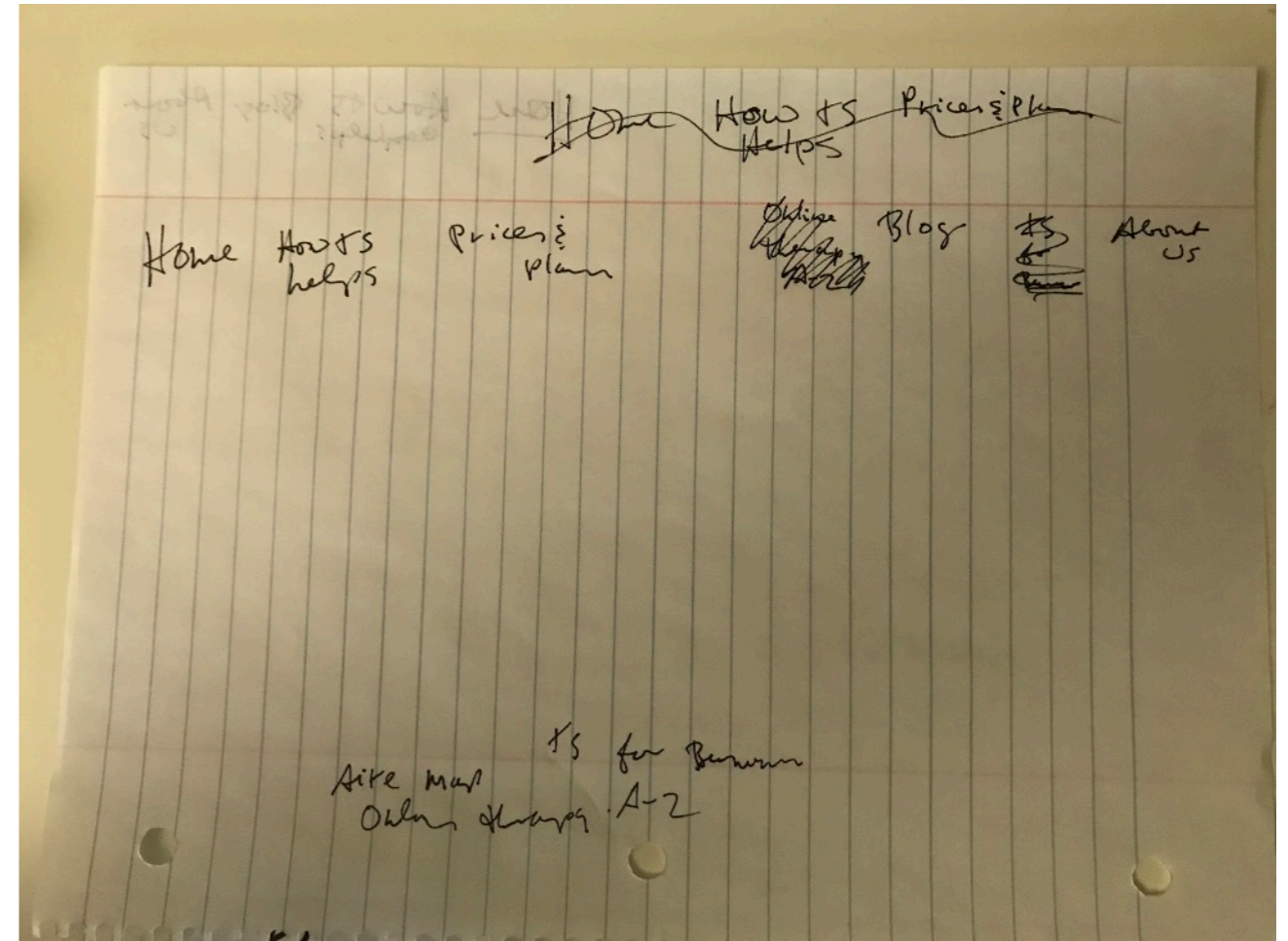
## MY REDESIGNED SITE SHOULD BE:

- ▶ Outside in: this site should be designed for the person who's browsing prices and plans. The content should be focused on the person seeking help and feature **straightforward, understanding and informative content.**
- ▶ **Updated with clearer headings.** For example, there's a heading called "Social media therapy," which is not therapy over social media, but it looks like that's what it is.
- ▶ **Updated to clarify cost and what you need to do to get started.** I recommend creating a page with pricing plans and email confirmations so you know what you're getting.
- ▶ Updated with a sections that clarify **what kind of therapy they offer to who**
- ▶ **More helpful.** Which therapy plans are recommended for whom? I'd even do a customer story about someone who uses Talkspace, what kind of a plan they needed or wanted, what they got, and how it went. And how they are now.

# FIRST REDESIGN

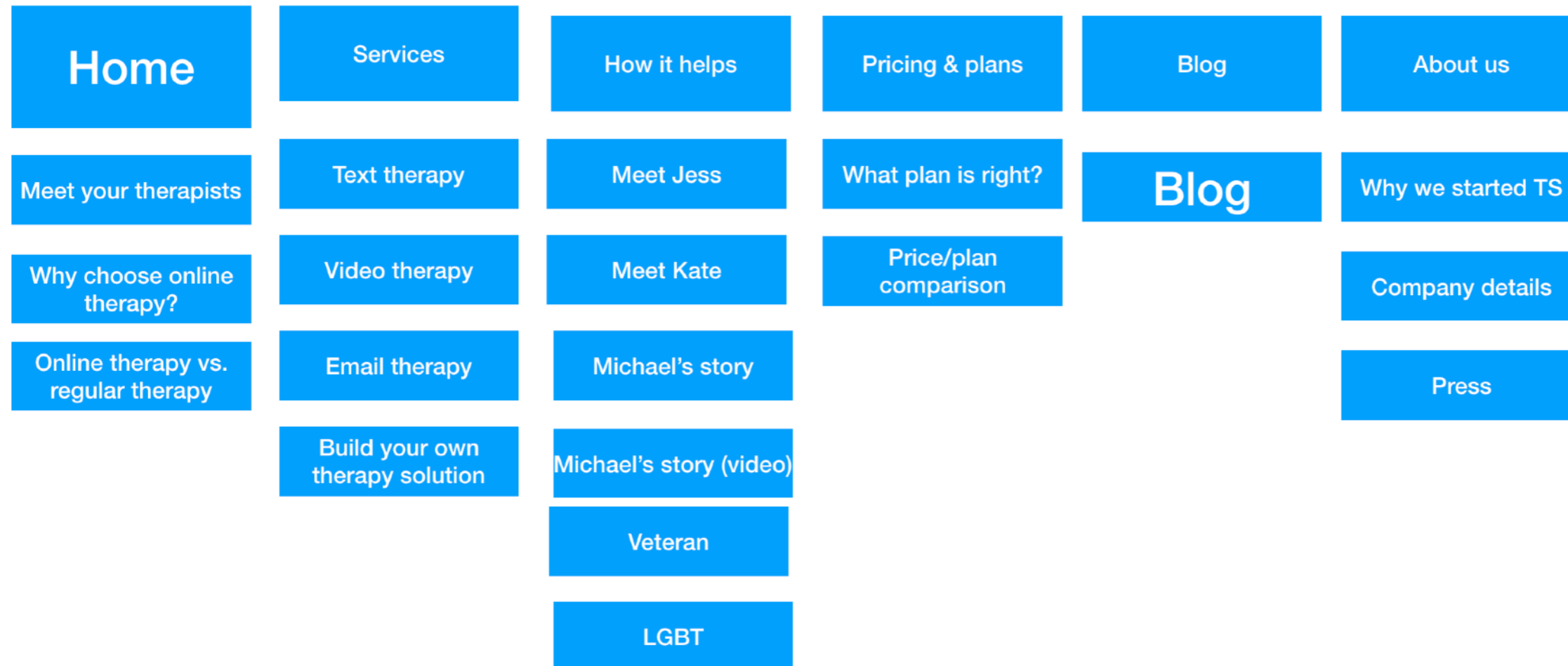
- ▶ Home
- ▶ How it helps
- ▶ Prices & Plans
- ▶ Blog
- ▶ About us

Cons: a lot of the business stuff is pushed down, some people might think the about us section isn't needed.



Pros: Nav connects better with people who need help, Finding the prices is easy, and company background information is discoverable.

# MY REDESIGN OF VERSION 1



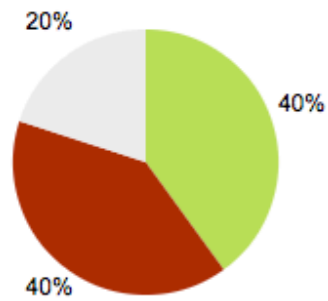
**Got rid of Device types. Decided to call what you get Services, in case users search for a particular thing, like video therapy. How it helps is devoted to just case studies so people can see the benefit. Pricing and how to choose a plan is its own thing.**

**AND THEN I  
TESTED . . .**

# PEOPLE STILL DON'T KNOW THEY CAN DESIGN THEIR OWN THERAPY

1. Find out if you can design your own therapy type text/video, email/video, etc

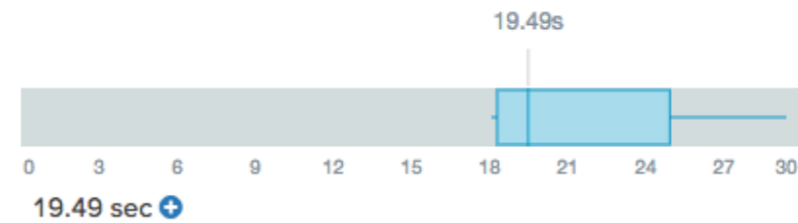
Services > Design your own



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	Indirect	1	1	20%	

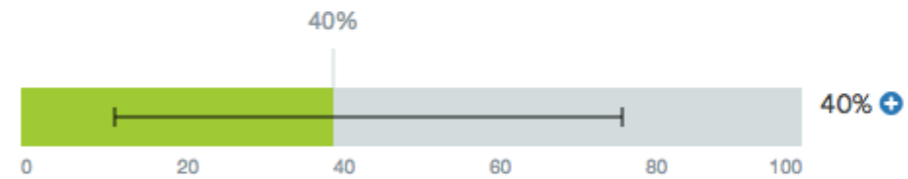
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Time taken

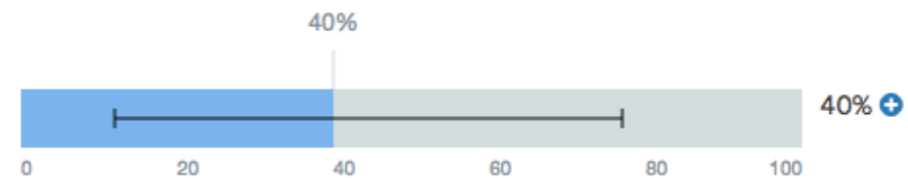


2  
OVERALL

Success



Directness



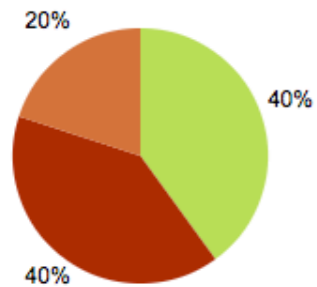
**Solution: continue to play with “services”**



# PEOPLE STILL DON'T KNOW WHAT KIND OF PROBLEMS TS CAN TREAT

5. Find out how you can learn which kind of therapy you should choose for your problem

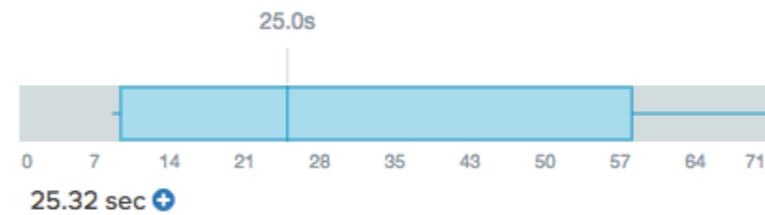
Prices & plans > Which plan is right for you?



	Direct	0	2	0%	40%
Success	Indirect	2	2	40%	
Fail	Direct	2	3	40%	60%
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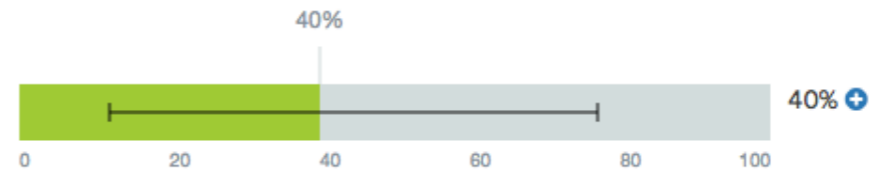
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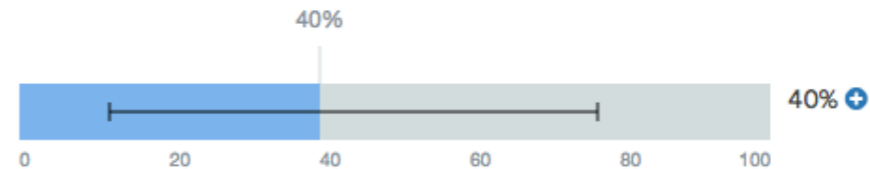


2 OVERALL

Success



Directness

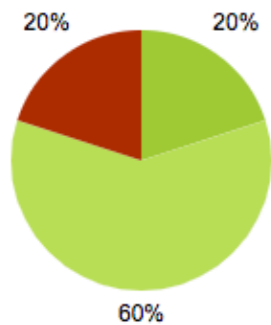


**Solution: maybe add a section about what kind of problems TS treats (I realize now I didn't write the question clearly enough. The answer also wasn't clear)**

# BUT... FINDING WHO/HOW THEY HELP SCORED WELL

## 7. Find out what TS offers the LGBT community

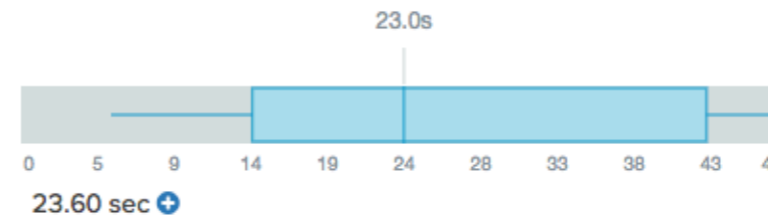
How it helps > LGBT



Success	Direct	1	4	20%	80%
	Indirect	3		60%	
Fail	Direct	1	1	20%	20%
	Indirect	0		0%	
Skip	Direct	0	0	0%	0%
	Indirect	0		0%	

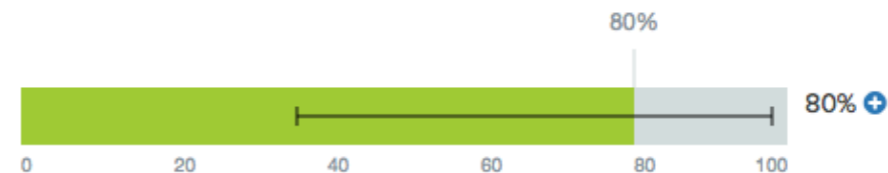
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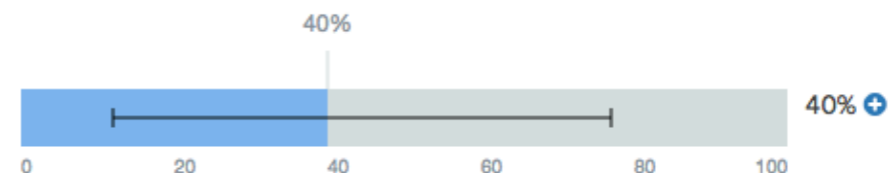


6  
OVERALL

### Success



### Directness



**Solution...maybe this way of organization is the best way to go....maybe generally people don't know what's wrong with them and it's better to just call out who TS helps**

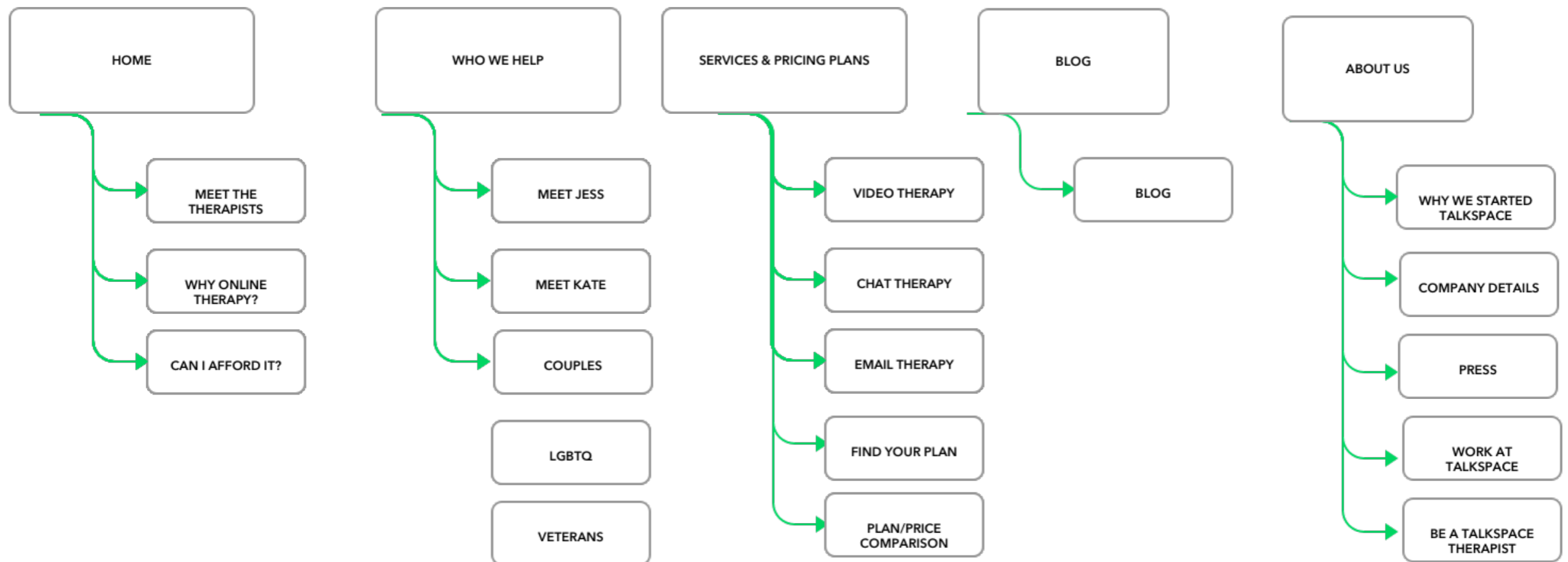
## IDEAS FOR REVISION

- ▶ Making the price more associated with the therapy type, like changing “Pricing and plans” to “Services & pricing plans,” then leaving the Plan section to all about how to choose one for you, as in which kind of service is best for you.
- ▶ Adding more communities. People may feel more supported, and also maybe people aren’t comfortable diagnosing themselves.

**WHERE I ENDED**

**UP...**

# MY FINAL IA



The Who we help section can be expanded to fit more communities. Pricing plans and where to find costs are now clear. About us section added for credibility and clarity (working on TS vs working AT TS corporate, for example)

# NEW HOME PAGE WITH 3 CLEAR SECTIONS ABOUT WHAT PEOPLE REALLY WANT TO KNOW.

**Talkspace** Home Who we help Services & pricing plans Blog About us

Don't wait another minute to be happy. Try online therapy today.

Find your plan  
Price/plan comparison

Meet our 2,000 therapists. One is right for you.

Match with a therapist

Thousands of people. Even more problems. We helped them all online. And we can help you too.

Learn about who we help

No insurance? No problem. We have many therapy plans for all kinds of budgets.

Browse services & prices

[Empty box]

CTAs everywhere!

**THANK YOU!**