



# Virginia Art Therapy Association

Proposal: Website Redesign & Business Strategy

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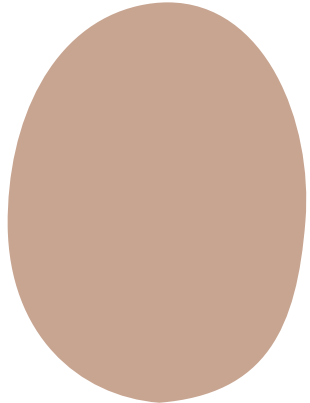
Appendix





01

# Introduction



Executive Summary & Background Research

# Executive Summary

Our research team spent four months assessing opportunities for VATA to redesign its website. We discovered chances for VATA's digital presence to improve within the online health community via:

- Content Inventory\*
- Competitive S.W.O.T Analysis
- Preliminary Business Strategy
- Search Engine Research & Scope
- Accessibility Review\*\*
- User Research on Target Audiences



Note(s): \* Website accessed February 2022; \*\* Website accessed April 2022;

# Background Research

- Client meeting to **get to know you and your audience:**
  - Art Therapists
  - Potential Clients
  - Art Therapist Students
- Content inventory to **get to know your website**
  - What is there?
  - What is redundant?
  - What goals is the content trying to achieve?

# Website Ownership Goals

1. **Engage** community in events
2. **Connect** prospective clients with art therapists
3. **Provide** visitors an understanding of what VATA and art therapy is about
4. **Communicate** benefits of VATA membership and acquire new members
5. **Create** community among art therapists via events and connection
6. **Inform** art therapy students and licensed art therapists about professional development opportunities &/or scholarships VATA provides
7. **Update** licensed art therapists with the latest statewide, regional, and national news impacting the industry of art therapy and therapy

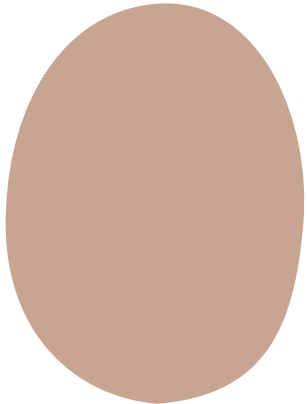
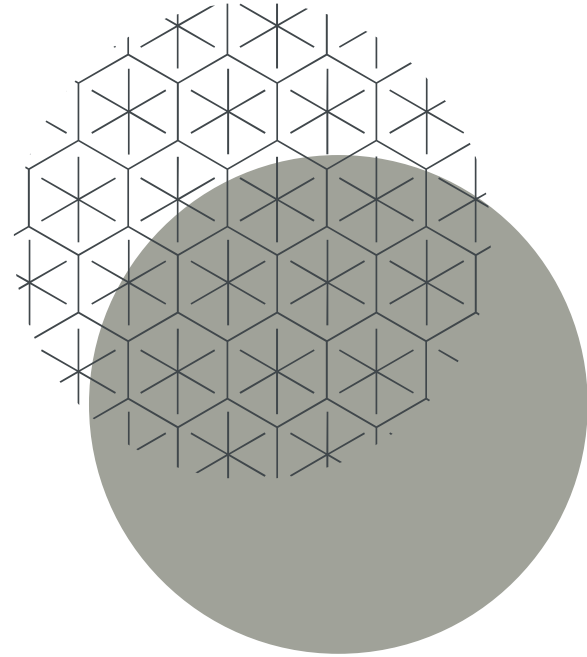


02

# Personas



Audience + Needs



# PERSONAS



**Kellye**  
*Art  
Therapist*

“Art is you being free from all the world’s heaviness. I would like to be able to follow what is happening daily in Art Therapy and get an overview of opportunities to connect with others in the field.”



**Ability** Inability to say “No”  
Needs reading glasses



**Aptitude** Very experienced with technology



**Attitude** High Functioning



**Tochukwu**  
*Potential  
Client*

“I understand the importance of therapy during COVID-19. As a single father and manager, personally having time for art and consistent therapy sessions are challenging to arrange.”



**Ability** “Get it done” attitude, macro-management



**Aptitude** Experienced with management-based tools and technologies (AGILE)



**Attitude** Distracted by work and stress



# PERSONAS



**Amelia**  
*The Student*

“As someone who has mental illness issues myself, I am excited to go out into the world and help others in a similar situation, but I’m wary of moving away. I really hope I can find a supervisor through my networks in Virginia.”



**Ability** Low attention and motivation due to stress and depression



**Aptitude** Very experienced with technology



**Attitude** Impatient, easily discouraged



**Clayton**  
*The Skeptic*

“As a state senate staffer, I personally don’t see a need for there to be state regulations on ‘art therapy.’ There are definitely more important things to spend our state resources on than creating limitations on how a person is allowed to use glue and scissors. Nevertheless, I will do my job to investigate the policy in this area.”



**Ability** Frequent eye fatigue, gets chronic migraines



**Aptitude** Tech savvy, accesses the internet daily from phone, tablet and desktop

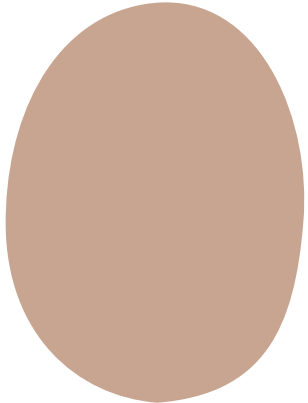
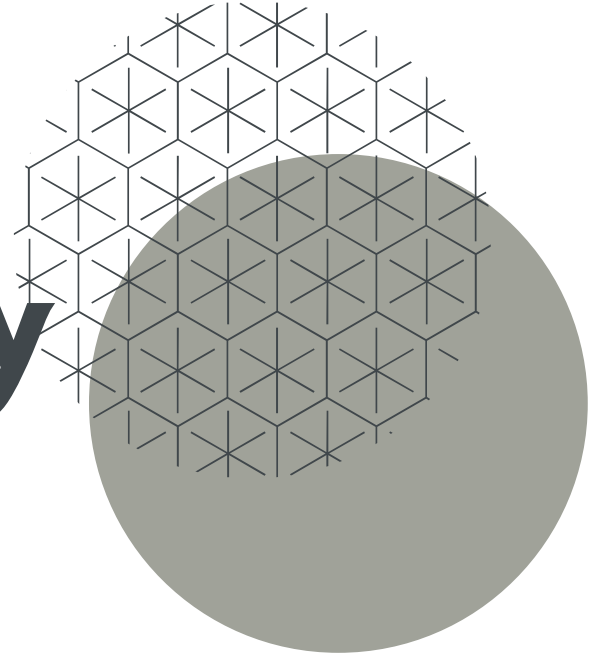


**Attitude** Ambitious, but impatient



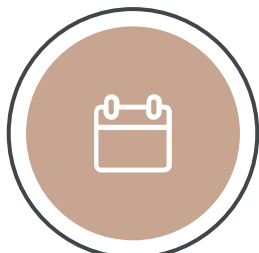
# 03 Accessibility Review

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Current Website Pain Points

# Accessibility Review



Make sure labels are clear and concise.



Make content distinguishable with the help of color and contrast



Provide alternative text for non-text content



Reduce large blocks of text and support ease of reading through bolding

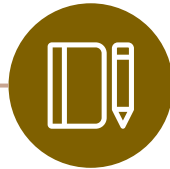
# Accessibility Review Cont'd



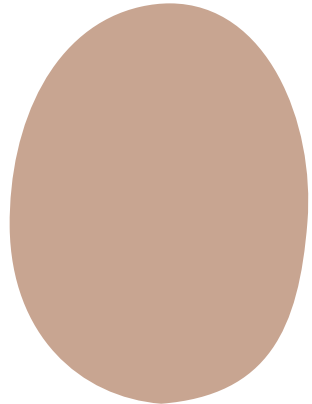
Make text content readable and understandable for users to navigate



Make emails, urls, and phone numbers clearly clickable

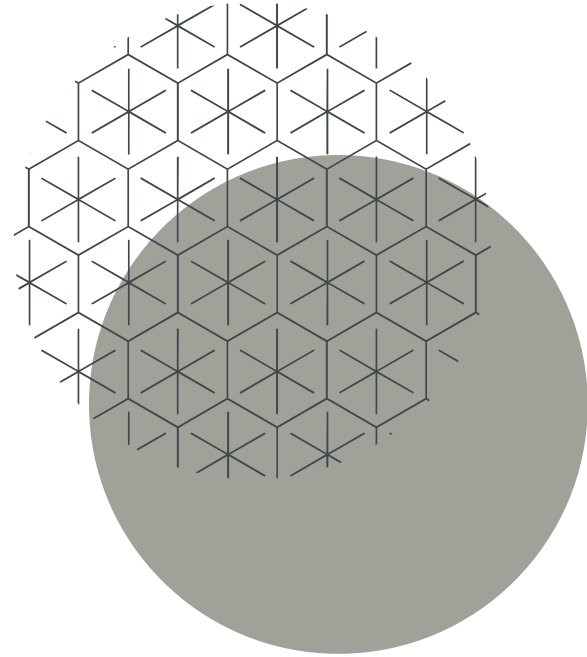


Provide clear heading structure



# 04 Industry Analysis

S.W.O.T. Analysis, Takeaways,  
and Website Strategic Planning



# Local/Competing Organizations

## S.W.O.T. Analysis

### Pennsylvania ATA

“Art therapy is an integrative mental health and human services profession that enriches the lives of individuals, families, and communities through active art-making, creative process, applied psychological theory, and human experience within a psychotherapeutic relationship.”  
- The American Art Therapy Association

[Learn More](#)

### Maryland ATA

**The Maryland Art Therapy Association**  
An affiliate chapter of the American Art Therapy Association

[Learn More](#)

**Our Mission**

The Maryland Art Therapy Association represents individuals who are dedicated to the art therapy profession, and who have an interest in promoting its growth throughout the state. Our membership is composed of 200+ committed art therapists, students, and emerging mental health professionals. The Maryland Art Therapy Association strives to provide the highest quality of care to our clients, while also providing a safe and supportive environment for our members. We are proud to be a part of the American Art Therapy Association.

### Potomac ATA

**Welcome To The Potomac Art Therapy Association**

[JOIN PAGE NOW](#)

### Psychology Today

Issues ▾ Insurance ▾ Gender ▾ Types of Therapy ▾ Age ▾ Price ▾

**Alaina Klause**  
Licensed Professional Counselor, LPC, CCTP Verified

Starting therapy can be an overwhelming process; yep! I am happy you are here. I am a Licensed Professional Counselor with a person-centered, humanistic approach. I create an environment in which individuals can feel safe, seen, and heard.

### American ATA

**This spot could be yours!**  
Get your message in front of the decision-makers who...

**SCHOLARSHIP**

Each year, the American Art Therapy Association honors individuals through an awards program that recognizes Students and Professional level members. We offer research grants and student scholarships, as well as individual honors to members that have outstanding contributions of lasting importance to the art therapy community.

**BECOMING AN ART THERAPIST**

- EDUCATIONAL STANDARDS
- SELECTING A MASTERS PROGRAM
- UNDERSTANDING & DOCUMENTING YOUR EXPERIENCE
- SCHOLARSHIPS
- CREDENTIALS & LICENSURE
- CONTINUING EDUCATION
- HONORS & AWARDS
- RESEARCH AWARDS

# Virginia Art Therapy Association

## S.W.O.T. Analysis

- Social media engagement is strong
- Reactive buttons and dropdown menu items

- The national ATA does not have clear instructions on how to join a local chapter
- A big site like Psychology Today can't provide the uniqueness of a local community



- Wix.com “Website Builder” product has design limitations
- Identical layout as local ATAs
- Social media not optimized to send followers to website

- Psychology Today offers a therapists database, including an “art therapist” filter
- Strategies employed by other websites to increase traffic include define “art therapy” and employ SEO

# Main Takeaways

## S.W.O.T. Analysis

### Digital Experience (Website)

#### Clarify

answer to the question  
“What’s Next?” on all web  
pages

#### Reference

all “child” web pages within  
their “parent” web pages



#### Support

members via quick utility item  
login / access to  
membership forums

#### Update

imagery to include more  
member art, therapist profile  
photos, and Virginia imagery



# Main Takeaways

## S.W.O.T. Analysis

### Digital Marketing (Social Media)

#### Optimize

web pages and blog posts  
with high traffic on social  
media



#### Select

feature social media posts on  
website to highlight



#### Connect

website link to social media  
accounts



#### Recognize

existing members with awards  
to encourage further  
engagement\*

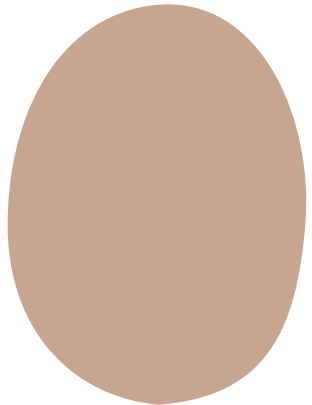
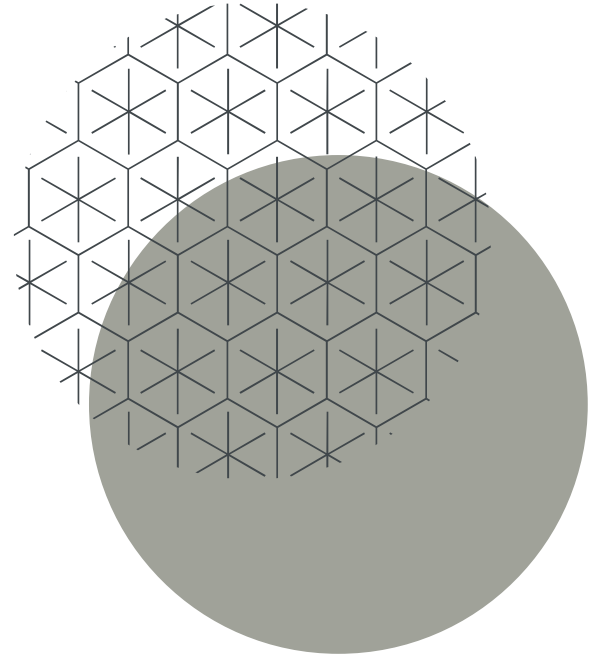


\*PA ATA example in appendix E



# 05 Card Sort Studies

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Open Card Sort and Hybrid Card Sort

# Study Design

We asked **30 users** to sort **26 cards** representing VATA website content into categories.

Users were either **medical/mental health professionals** or **past or present therapy patients**.

First, half of users completed an open card sort and then, the other half did a hybrid:

## Open

Users had to create their own categories for cards to fit in.

## Hybrid

Users could use our four predefined categories + ability to add more

# Study Results

- 1) We had four categories emerge from the open card sort:

**About Us**

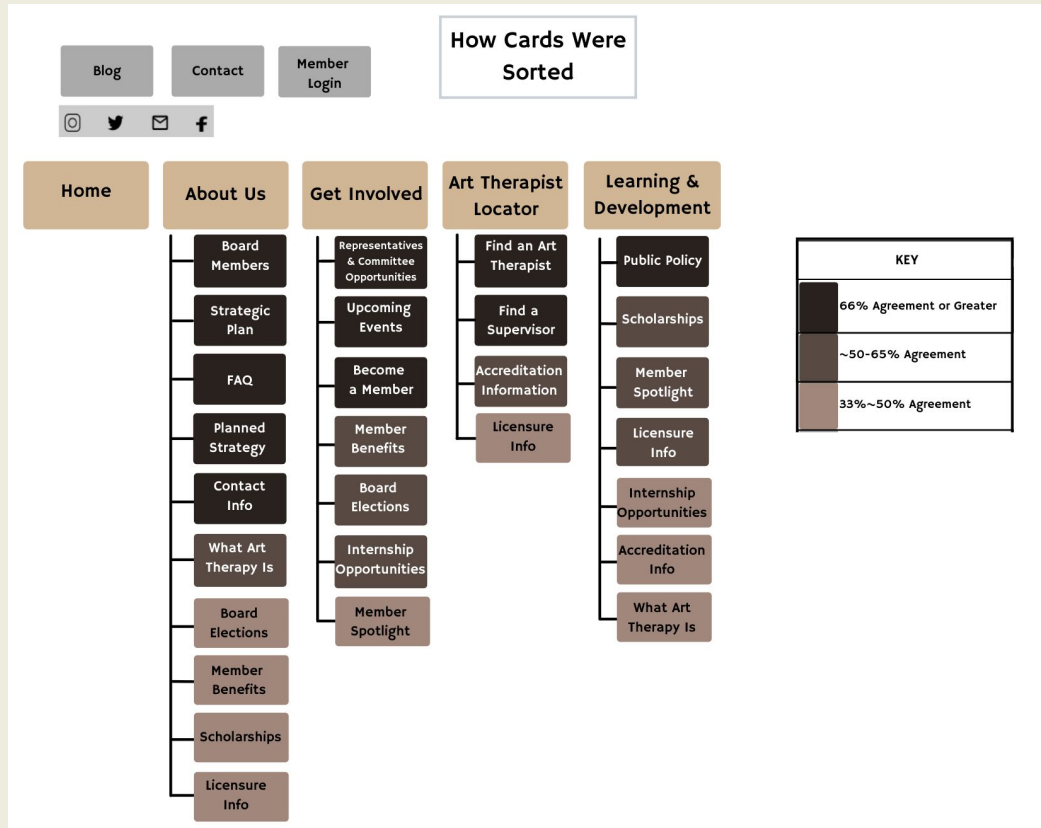
**Get Involved**

**Learning &  
Development**

**Art Therapist  
Locator**

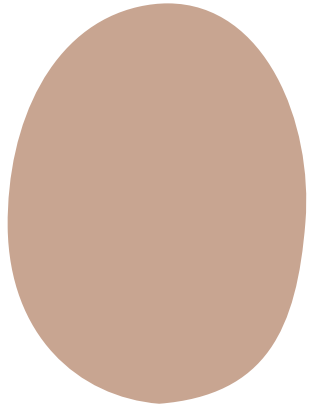
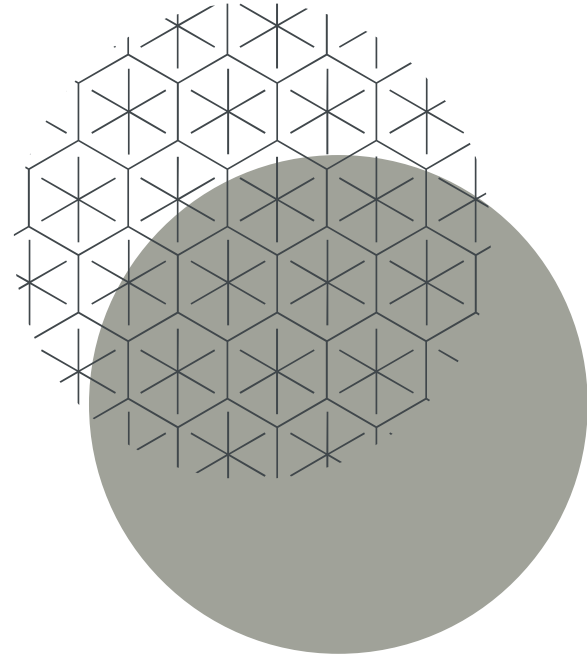
- 2) In the hybrid sort, users gave us feedback that they would expect a utility menu for member login and contact us, and a unique home page.

# Card Sort Results



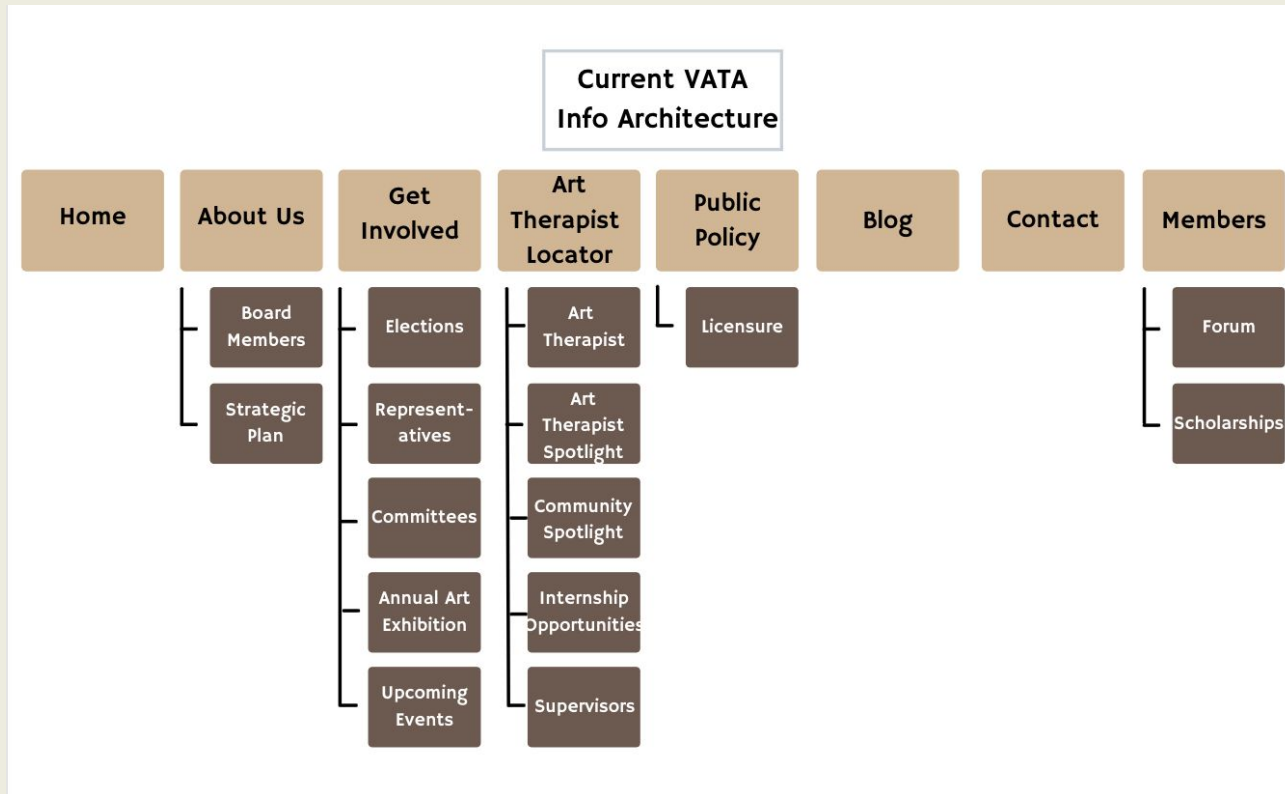


# 06 Proposed Updates

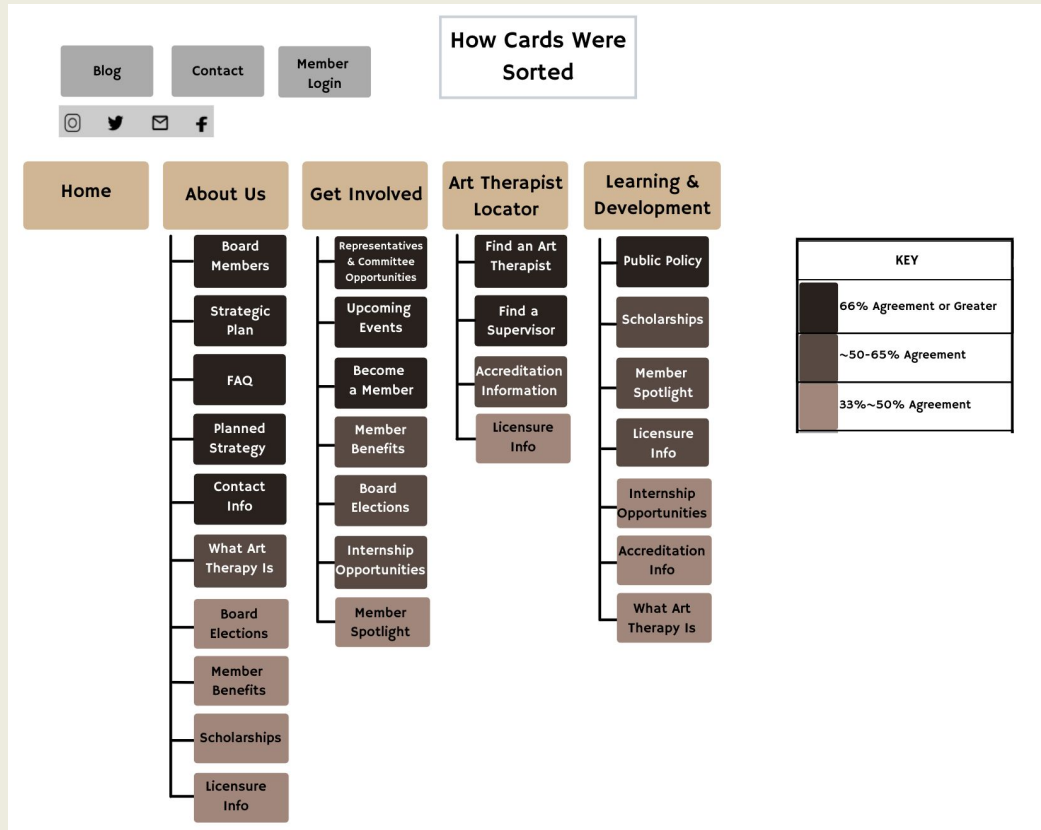


Sitemap + Wireframes + User Scenarios

# Existing Sitemap

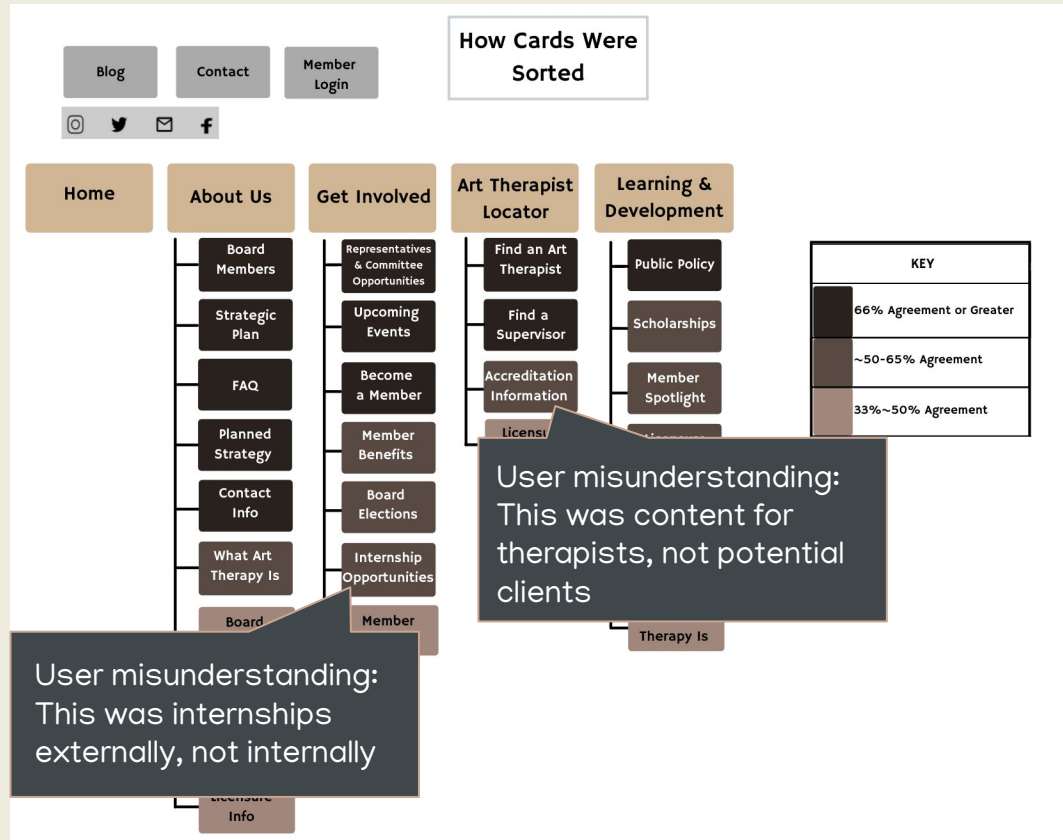


# Card Sort Results

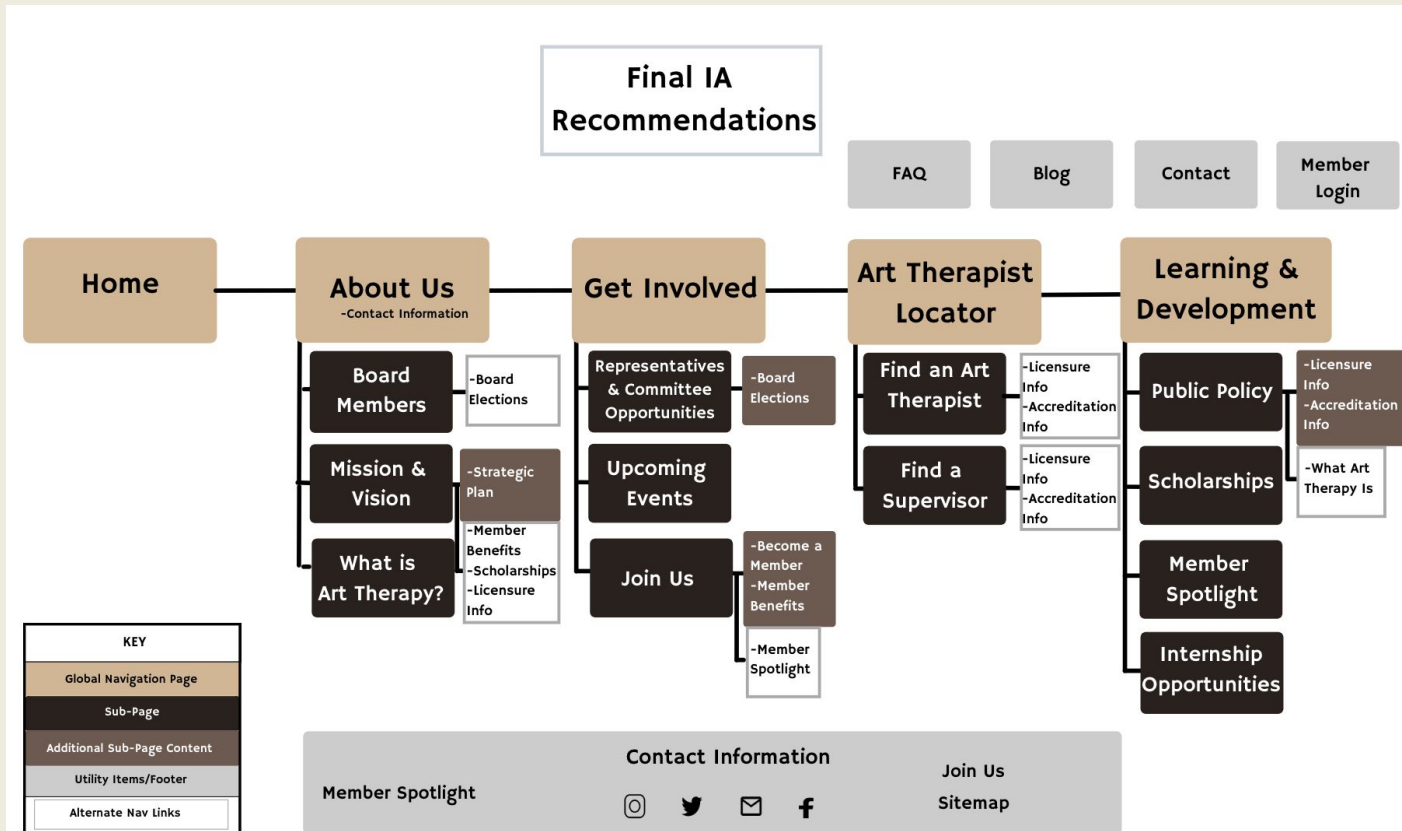




# Card Sort Results



# Proposed New Sitemap



# Persistent Elements

- A** Utility Menu
- B** Indicator shows what section someone is in
- C** Highlights Spotlight for increased visibility and engagement
- D** Persistent Join Us button to support goal of more members

The screenshot shows the Virginia Art Therapy Association website. At the top left is a logo consisting of a square with an 'X' inside. To its right is the text "Virginia Art Therapy Association" in a cursive font. Further right are four buttons: "Blog", "Contact", "Members", and "FAQ", each with a callout 'A' in a brown circle. Below this is a navigation bar with links: "Home" (underlined), "About Us", "Get Involved", "Art Therapist Locator", and "Learning & Development". A large white rectangular area below the navigation bar has a callout 'B' in a brown circle. At the bottom of the page, there is a footer. On the left is a logo with a callout 'C' in a brown circle. To its right are social media icons for Instagram, Twitter, Email, and Facebook. Further right is the text "The Virginia Art Therapy Association", "P.O. Box 17553", and "Richmond, VA 23226". On the far right of the footer is a "Join Us" button with a callout 'D' in a brown circle. Below the logo in the footer is the text "'Clarity' by member Tuesdai Johnson". At the bottom right of the footer is a "Sitemap" link.

# Home Page

A

Quick links to support goals

B

More images to space content and draw users in

C

Highlighting upcoming events to increase engagement and showcase community

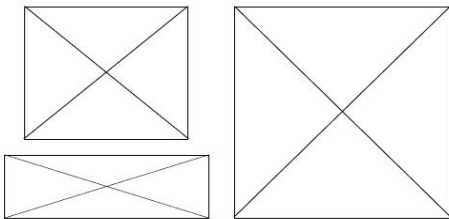
The screenshot shows the homepage of the Virginia Art Therapy Association. At the top is the logo and navigation links: Blog, Contact, Members, and FAQ. Below is a main navigation bar with links for Home, About Us, Get Involved, Art Therapist Locator, and Learning & Development. A banner at the top right says "NEW spring seminar! Sign up here." The main content area features a "Welcome!" message with "About Us" and "About Art Therapy" buttons. A large placeholder image is to the right. Below this is a three-column navigation bar: "Find an Art Therapist or Supervisor", "Further Your Therapy Career", and "Join Our Community". The next section contains three placeholder images, with a large one on the right marked with a "B". Below that is an "Upcoming Events" section with a list of events, including a 2022 Fall Ethics Seminar and a 2022 Spring Seminar on Covid19 Stress Reduction Techniques, with a "C" annotation. The footer includes a logo, social media icons for Instagram, Twitter, Email, and Facebook, contact information for The Virginia Art Therapy Association (P.O. Box 17553, Richmond, VA 23226), a "Join Us" button, and a "Sitemap" link. A small note at the bottom left says "Clarity" by member Tuesdai Johnson.



Clayton is putting together a whitepaper about what art therapy is and isn't, and what it is effective for. He arrives on the home page while doing research and quickly clicks on "About Art Therapy" to learn more.



## About Art Therapy



### What It Is:

Art therapy is an integrative mental health and human services profession that enriches the lives of individuals, families, and communities through active art-making, creative process, applied psychological theory, and human experience within a psychotherapeutic relationship.

Art therapy, facilitated by a professional art therapist, effectively supports personal and relational treatment goals as well as community concerns. Art therapy is used to improve cognitive and sensorimotor functions, foster self-esteem and self-awareness, cultivate emotional resilience, promote insight, enhance social skills, reduce and resolve conflicts and distress, and advance societal and ecological change. [More>](#)

A

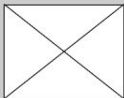
### What It Isn't:

Inaccurate use of "art therapy" often occurs due to a lack of knowledge about the profession. Such instances provide an opportunity to offer accurate information and educate the public. It is with this in mind that the AATA encourages outreach to individuals and/or companies that may be found to inaccurately categorize activities (such as trainings that are offered by non-art therapists) or products (such as adult coloring books) as "art therapy." [More>](#)

B

### Learn more about our initiatives for the profession

Visit our [strategic plan](#) or read about our [public policy](#) initiatives.



As a skeptic of the industry, he is pleased to see that there is a definition of what it doesn't do. He clicks on the public policy link to learn more.

# About Art Therapy

A

"What It Isn't" corrects misinformation

B

Alternate links provide opportunity to learn

# Public Policy

- A Links with clear labels
- B Boxes to contain related content
- C Links to policy downloads to save space

Virginia Art Therapy Association

Blog Contact Members FAQ

Home About Us Get Involved Art Therapist Locator Learning & Development

Home/ Learning & Development/ Public Policy

## Public Policy

Our Stands & Latest News

The American Art Therapy Association (AATA) supports federal and state policies, legislation, regulations, judicial actions, and initiatives that encourage, promote, and support efforts to gain a professional art therapy license and licensure of art therapists.

The Virginia Association of Art Therapy, as a chapter of AATA supports such policies, legislation, regulations, judicial actions, and initiatives in the state of Virginia specifically. To learn more, download our policy statement [ADVOCACY FOR VULNERABLE POPULATIONS AND PERSONS](#) or explore our updates below.

### Licensure News

2021 Licensure News: The Virginia Art Therapy Advisory Board within the Department of Health Professions met on July 23. They are still discussing specific regulations and making amendments to the draft. You can view the drafts, attached to the [meeting minutes](#).

The next meeting is set for August 20. The public is welcome to attend.

**Want to learn more about the bill?** See our [past statements and advocacy history](#).

**Interested in learning about the accreditation process?** See this [article from the American Art Therapy Association](#).

The Virginia Art Therapy Association  
P.O. Box 17553  
Richmond, VA 23226

Join Us

Sitemap

"Clarity" by member  
Tuesdai Johnson

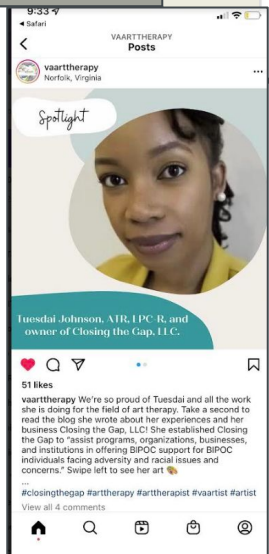


He likes that there are downloads of policy information here. He can print these out for himself or include them in his report appendix. After learning more, he is happy to have a better understanding of why this licensure bill is important for his whitepaper.

# Art Therapist Spotlight

**A** Content features members

**B** Encouragement of nominations



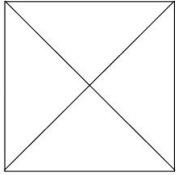
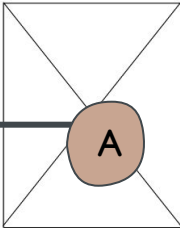
Virginia Art Therapy Association | Blog | Contact | Members | FAQ

Home | About Us | Get Involved | Art Therapist Locator | Learning & Development

Home / Learning & Development / Art Therapist Spotlight

## Art Therapist Spotlight

A Word from Our Nominated Member of the Quarter



**Tuesdai Johnson, APR, LTC-R**

Hey y'all, I want to be completely honest when I share my coming to story with you guys. To utterly understand the value, significance, beauty, and need for a business like Closing the Gap, I must do something I do not enjoy; especially as a Black female art therapist, published author, and business owner to celebrate myself while I have the opportunity. I must share my story, or at least what I feel comfortable sharing because boundaries, right!

To quote the great Erykah Badu, "Now, keep in mind that I'm an artist and I'm sensitive about my..." If you know, you know. As a Black girl from Petersburg, VA who moved to Clinton, MS as a teen, life was not always kind to me. I have experienced things that one can only imagine spanning from cultural shock, racism, and being the "other" to give you an idea of what I feel comfortable sharing. Take my word for it, that is just the tip of the iceberg but trust me it goes even deeper. Let's just say lived experiences tested my faith often, taught me to navigate spaces that were not inclusive, and to not only survive but to thrive. This was not an easy journey as I am sure some of you can imagine, but I acquired a tool bag along the way that holds what I believe is a major key for Black, Indigenous, and People of Color's (BIPOC) success. [More...](#)

**Is there another member who wants a "Spotlight"? Is it you?**

Please let us know! There are no requirements to nominate someone.

**B**

**"Clarity" by member Tuesdai Johnson**

| [Sitemap](#)



Kelly browses the VATA Instagram page where she clicks on a member spotlight from a post. She looks closely at the page and wants to know more about the community, so she selects Get Involved.

# Get Involved

- A** Breadcrumbs make it easy to go back
- B** Cards display subpages and have short descriptions of expected content for quick comparison and decision making

Virginia Art Therapy Association

Blog Contact Members FAQ

Home About Us Get Involved Art Therapist Locator Learning & Development

Home/ Get Involved

## Get Involved

**Join Us!**  
- Become a Member  
- Member Benefits

**Representatives & Committees**  
- Volunteering &  
Board Election Info

**Upcoming Events**  
- Sign Up  
-View Past Events

Or Contact Us:

Email

Message

The Virginia Art Therapy Association  
P.O. Box 17553  
Richmond, VA 23226

[Sitemap](#)

"Clarity" by member  
Tuesdai Johnson



Scanning the Get Involved page, she selects Join Us!, thinking they will help her decide whether or not this community is for her.



# Join Us

**A** Quick links to support goals.

**B** Addresses the question of “What’s Next ?” with detail steps for user to archive goal.

Virginia Art Therapy Association

Blog Contact Members FAQ

Home About Us **Get Involved** Art Therapist Locator Learning & Development

Home/ Get Involved/ Join Us

## Join Us!

Become a Member

**A**

### Benefits

- Discounted conference attendance and [local events](#) for CEU hours
- Access to our members-only forum
- Annual American Art Therapy Association Magazine Subscription
- A listing on our Art Therapist Locator
- A great sense of community and opportunity to make a difference in the art therapist space

**B**

### How to Join

You must be a National member first in order to join our local chapter.

1. Go to <https://arttherapy.org/membership-starts-here/and> either:
2. Add our chapter membership when joining nationally or sign login to your member account to pay online or call Member Relations at 888-290-0878.

The Virginia Art Therapy Association  
P.O. Box 17553  
Richmond, VA 23226

Join Us

© Instagram Twitter Email Facebook

“Clarity” by member Tuesdai Johnson

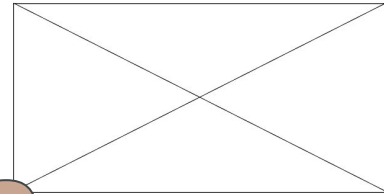
Sitemap



Upon reading over the instructions along with the benefits, she selects the local events link to see if any of the events spark her interest.

## Upcoming Events

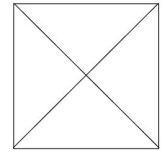
Earn Credit Hours, Make Connections, and more



A

### Fall 2022 Ethics Seminar

Earn up to 6 CEU by joining us Saturday, October 6th from 8:45am-4pm for 3 engaging lectures on ethics.



#### Agenda

- Welcome & Announcements 8:45-9am
- Session 1: Cultural Appropriation Today
- Session 2: Supervising for All
- Session 3: What are Ethical Decisions?

#### Costs

- \$10 per CEU for members and \$15 CEU for non members
- Must be present for all 6 hours credit. Certificates will be emailed days afterward.

[Sign up](#)

B

### Past Event Examples

- 2021 Fall Ethics Seminar: Cultural Appropriation, Engaging in Ethical Supervision, and Applying Ethical Decision Making Models
- 2020 Spring Seminar on Covid19 Stress Reduction Techniques



"Clarity" by member Tuesdal Johnson



The Virginia Art Therapy Association  
P.O. Box 17553  
Richmond, VA 23226

[Join Us](#)

[Sitemap](#)



She discovers the next upcoming event is a Fall Seminar and decides to sign up.

## Upcoming Events

A Highlighting upcoming events to increase engagement and showcase community

B Persistent Sign up button to support goal of more members.

# Home

**A** Banner for news

**B** Calls to action/alternate ways to navigate to action pages

The screenshot shows the homepage of the Virginia Art Therapy Association. At the top is the logo and navigation links: Blog, Contact, Members, and FAQ. Below the logo is a horizontal menu with links: Home, About Us, Get Involved, Art Therapist Locator, and Learning & Development. A banner at the top right says "NEW spring seminar! Sign up here." Below this is a large rectangular area with a placeholder image and a "Welcome!" message. To the left of this area is a circular callout labeled "A". Below the welcome message are two buttons: "About Us" and "About Art Therapy". To the right of the welcome message is a large rectangular placeholder image. Below this is a horizontal navigation bar with three buttons: "Find an Art Therapist or Supervisor" (labeled with a circular callout "B"), "Further Your Therapy Career", and "Join Our Community". Below the navigation bar are three placeholder images: two small squares on the left and one large rectangle on the right. Below these is a section titled "Upcoming Events" with a list of two events. At the bottom is a footer with a logo, contact information, social media icons, and a "Join Us" button.

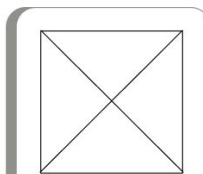


While looking for a supervisor online, she finds a link to VATA in an art therapist group on Facebook. She expects to find up to date information about places she could work under supervision and clicks Find an Art Therapist or Supervisor.

Home/ Art Therapist Locator

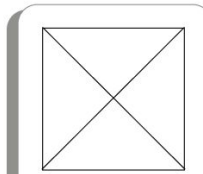
## Art Therapist Locator

Matching Clients with Therapists & Therapy Students with Supervisor



**Find an Art  
Therapist**

- Our listings



**Find a  
Supervisor**

- Students welcome

A

Want to be listed here? Send us a request:

B

Email

Message



That button leads her to this navigation page, where she clicks on Find a Supervisor.



"Clarity" by member  
Tuesdal Johnson



The Virginia Art Therapy  
Association  
P.O. Box 17553  
Richmond, VA 23226

Sitemap

# Art Therapist Locator

A

Subtitle makes it clear who this section is for

B

Form to increase listings and engagement

# Find a Supervisor

- A Utilizes progressive disclosure
- B Profile photo is inviting, contact info is clickable
- C Related link to scholarships to promote goal of more engagement

The screenshot shows the website's navigation bar with links for Home, About Us, Get Involved, Art Therapist Locator, and Learning & Development. The main heading is 'Find a Supervisor' with the subtext 'Contact Our Members Who Accept Students Below'. A large rectangular area is crossed out with a large 'X'. Below this is a section titled 'Supervisors by Area (last updated 4/2/22)' with a list of regions: Northern VA, Central VA, Western VA, Eastern VA, and Southern VA. The 'Western VA' region is expanded to show a profile for Laura Tuomisto, ATR-BC, CTT. Her profile includes a small profile picture (crossed out), her name and credentials, specialties (Trauma Processing), address (Shenandoah Art Therapy, LLC, 1835 Rosser Ave., Suite 2, Waynesboro, VA 22980), contact info (540-255-1458, laura@shenarttherapy.com, https://www.shenarttherapy.com), and a link to 'scholarships'. Below the list is a section titled 'Want to be listed here? Send us a request:' with an email input field, a 'Submit' button, and a message input field. The footer contains the organization's logo, social media icons for Instagram, Twitter, Email, and Facebook, the full name and address of The Virginia Art Therapy Association, a 'Join Us' button, and a 'Sitemap' link.

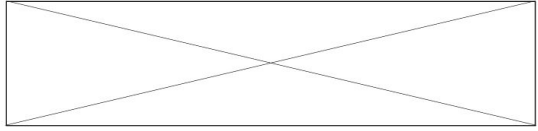


On this page, Amelia likes that she can skip right to the supervisors by location and all their information is in one place. After getting contact information here, she wonders if she would qualify for scholarships, and clicks the scholarships link.



## Scholarships

Conferences & Education



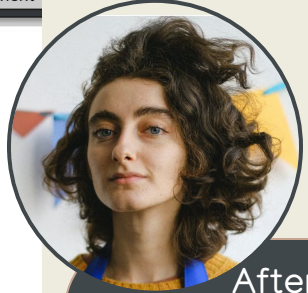
You MUST be a member in order to qualify for scholarships. If you're not a member yet, check out our [join us](#) page before applying.

### Available Funding

- > Conference Presenter Award \$200
- > Conference Attendee Award \$200
- ATCB Examination Award \$275
 

The purpose of this award is to provide financial support to a professional or new professional art therapist that is a member of the American Art Therapy Association and Virginia Art Therapy Association and who is planning to take or has taken the national board certification examination given by the Art Therapy Credentials Board in 2021.
- > VATA Award for Diversity & Inclusion \$200

Apply



After clicking the scholarships link, she sees she would qualify for some of these. She decides to join VATA since it seems they have great opportunities and community, and is reassured she found a good resource.



Join Us

# Scholarships

A

Reactive drop down buttons

B

Call to action after each description is clear

A

B



## Tochukwu

### Scenario:

Curiously seeking potential adolescent teletherapy options in art therapy for child, he logs into the VATA website seeking options within the Northern & Central Virginia areas since his household borders three counties

### Expectations:

- Locate web page &/or list of local VA Art Therapists
- Identify three Art Therapists who specialize in adolescent therapy services
- Schedule impromptu/scheduled calendar appointment for consultation on services
- Discover web page that answers specific questions and concerns about state requirements for therapy services

## Define

- Uses an internet search engine on desktop PC to boolean search:  
“Virginia Therapists”  
AND  
“child therapy”  
OR  
“art therapy”
- Decides to search again for “virginia art therapy” after initial contact with child’s middle school counseling center

“What’s actually out there for my child?”

## Investigate

- Successfully visits the VATA website from search engine query on his mobile phone
- Clicks on the “Find an Art Therapist” Button to seek listings of NOVA & Central VA art therapists

“Perfect! Simple and clear thus far...”

“Which offices are close by?”

## Evaluate

- Identifies and records the list of qualified, friendly appearing art therapists featured on VATA website who specialize in child teletherapy and have digital portfolios of their work on website &/or social media

“Who looks ‘safe’ for my child’s mental health?”

“I like these professionals’ portfolios & CVs..”

## Decide

- Contacts two art therapists who are in the closest proximities of NOVA and Central VA by his residence
- Submits a “Contact Us” request form to VATA website to learn more about Art Therapy services for families and adults

“Looking forward to more info’ for my child’s wellbeing.”



07

# Recommendations



---



# Recommendations

## *Considerations*

### Alignment

Which recommendations best align with association goals?



### Construction

Make updates on the live site or create a new site in parallel?



### Execution

Who will complete the work?  
How much can be outsourced?



### Timeline

How should the recommendations be prioritized?



# Recommendations

*An Analogy*



# Recommendations

## *General Categories*



### **Get them there.**

Tasks that support driving traffic to the website.



### **Make them want to stay.**

Tasks concerning elements meant to entice visitors.



### **Help them get around & interact.**

Tasks that support the visitor's ability to navigate and take action.

# Recommendations

## *Prioritization*



### Help them get around & interact.

- Add Learning and Development Area
- Incorporate "utility" menu that persists on all pages (i.e. blog, contact, member login, FAQ)



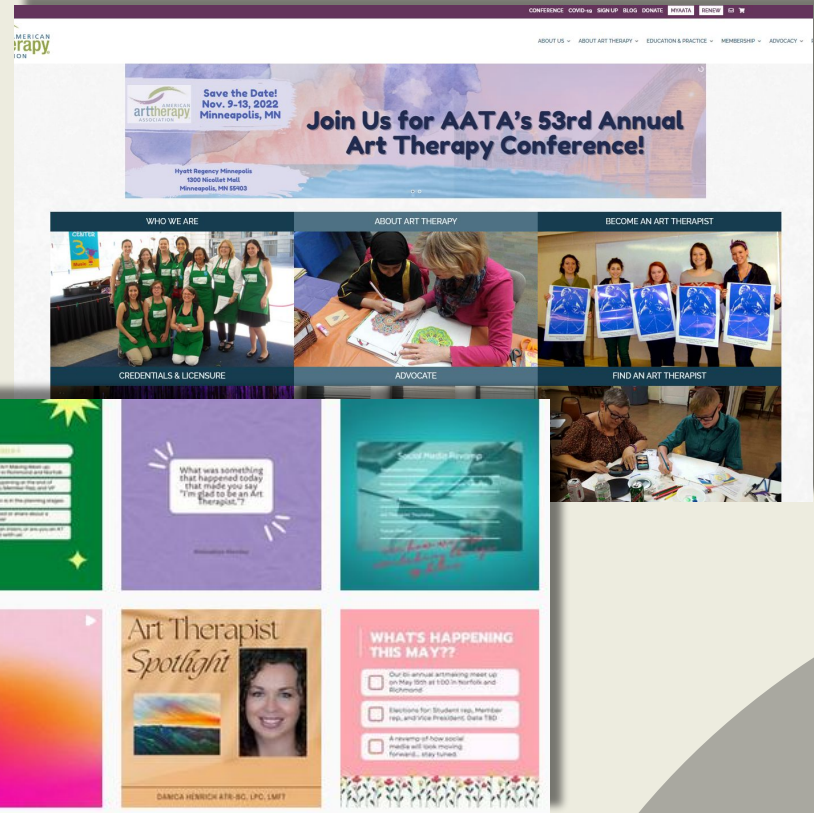
# Recommendations

## Prioritization



## Make them want to stay.

- Redesign homepage content to support key tasks and association goals
- Increase use of engaging imagery/color palette (i.e. coordinate with IG Account)



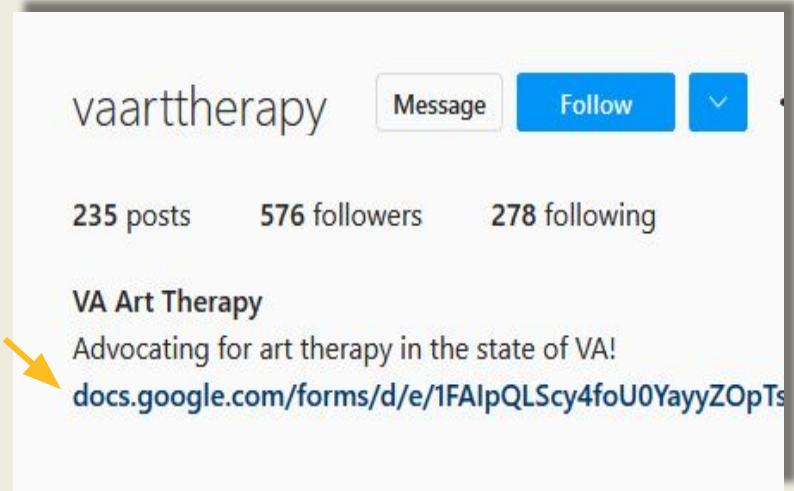
# Recommendations

## *Prioritization*



### Get them there.

- Add association website link to all VATA social media bios/profile pages after other updates have been made.



# Closing

Through our research, VATA can make strongly informed design decisions to empower more users to discover their great content and increase engagement by:

- Getting more users to the website
- Making them want to stay there
- Encouraging them to take action



The Art Therapist



The Student



The Client



The Skeptic



# Questions?

## Contact Us Below

---



Jessica Crawford  
jessica.crawford@ubalt.edu



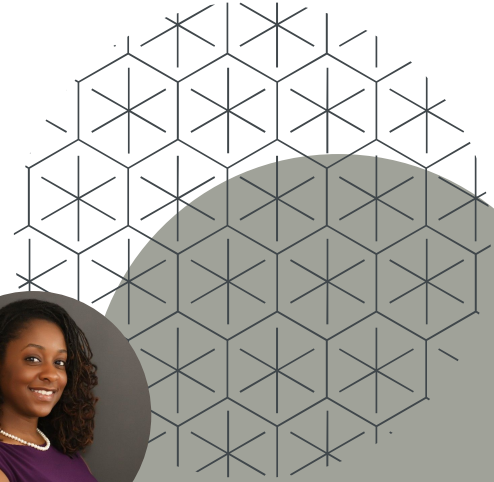
Kymerli Ferguson  
kymerli.ferguson@ubalt.edu



Samantha Gillyard  
samantha.gillyard@ubalt.edu



Chukwudi T. Unonu  
chukwudi.unonu@ubalt.edu





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- Rosenfeld, L. and P. Morville, Information Architecture for the World Wide Web, 3rd edition. ISBN-13: 978-0596527341.4th Edition  
[https://e-edu.nbu.bg/pluginfile.php/62325/mod\\_resource/content/1/Information\\_Architecture\\_For\\_The\\_Web\\_And\\_Beyond\\_Fourth\\_Edition.pdf](https://e-edu.nbu.bg/pluginfile.php/62325/mod_resource/content/1/Information_Architecture_For_The_Web_And_Beyond_Fourth_Edition.pdf)
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# References *(Continued)*

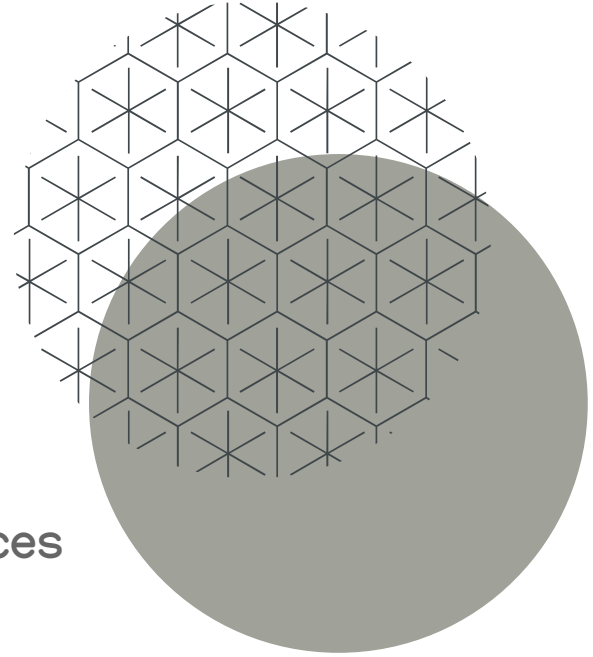
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# Appendix



Research Specifics + Other Resources



# APPENDIX

**A**

Content Inventory

**B**

S.W.O.T Analysis

**C**

Accessibility Review

**D**

User Research

**E**

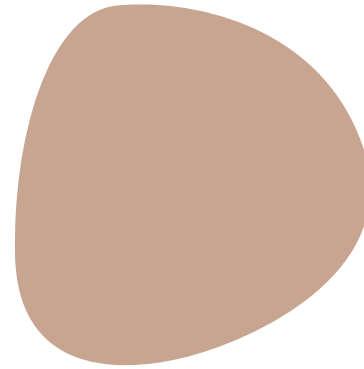
Business Strategy (Add-ons)

**F**

Full Personas

**G**

Additional Wireframes



# A

# Content Inventory

Archive:  
Web Page Templates  
February 2022



## Content Inventory Virginia Art Therapy Association (VATA)

Jess Crawford  
Kym Ferguson  
Samantha Gillyard  
Chukwudi T. Unonu

IDIA630  
INFORMATION ARCHITECTURE  
February 22, 2022

### Table of Contents

- I. Introduction
- II. Content Inventory
  - A. 01. Home
  - B. 02. About Us
  - C. 03. Get Involved
  - D. 04. Art Therapist Locator
  - E. 05. Public Policy
  - F. 06. Blog
  - G. 07. Contact
  - H. 08. Members
- III. Website Screenshots / Screenshots

### TEMPLATES:

Content Type: Pages

Main Content (Website Thumbnails)							
Home	About Us	Get Involved	Art Therapist Locator	Public Policy	Blog	Contact	Members

Click URL For Full PDF

[https://drive.google.com/file/d/17Xhyc-Uk26OK6VJl1RvNalkINvZFcL\\_Fn/view?usp=sharing](https://drive.google.com/file/d/17Xhyc-Uk26OK6VJl1RvNalkINvZFcL_Fn/view?usp=sharing)

# B

## S.W.O.T Analysis

Competitive & Internal

March 2022

# Virginia Art Therapy Association (VATA)

Competitive Analysis and Business Strategy

## 01 Executive Summary

### AGENDA

PART I		PART II	
01	Executive Summary	04	Branding
02	Personas	05	Recommendations
03	SWOT Analysis	06	Prioritization

Click URL For Full PDF

<https://drive.google.com/file/d/1P7C0UvZYX5125TEYHExeParz8kJr11/view?usp=sharing>

# C

# Accessibility

## WCAG

April 2022

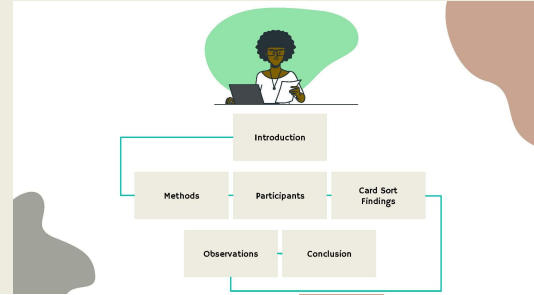
Page Name	URL	Why this page?	Your name	Perceivable: Text Alternatives - Guideline 1.1	1.1.1 Non-Text Content
Art Therapist Locator	<a href="https://www.usaththerapypsy.com/arttherapists">https://www.usaththerapypsy.com/arttherapists</a>	This page is one of the Association's main service offerings to both their members and community at large. It is where members can advertise their services, find peers to which to send referrals and one stay a	Kymberli	Null alt text for WDA logo although it is a link back to homepage. Alt text for images, while present, does not accurately describe the content. Log in, ATCS, AWA buttons do not have intrusive semantics or labels.	1.1.1 Non-Text Content: The alt text for the images are not portraying what is actually contained in the image, which is information about what the Fall 2021 Ethics seminar is like. However, this information is conveyed elsewhere on the page, so it would be recommended that the alt text remain blank.
Homepage	<a href="https://www.usaththerapypsy.com/">https://www.usaththerapypsy.com/</a>	This page is the forefront of the brand to help tell users who and what WEAAs is about.	Samantha	Suspicious alternate is used within a header that is missing a first level, text Underlined text is present. Null or empty alt text vs text.	1.1.1 Non-Text Content: The alt text for the images are not portraying what is actually contained in the image, which is information about what the Fall 2021 Ethics seminar is like. However, this information is conveyed elsewhere on the page, so it would be recommended that the alt text remain blank.
Upcoming Events	<a href="https://www.usaththerapypsy.com/upcoming_events">https://www.usaththerapypsy.com/upcoming_events</a>	If someone wants to feel included or truly "Get involved," Events is a crucial part of that. If not everyone can fully utilize the page, then that is a serious issue for the association's mission and a barrier to meeting their goal of getting more Art Therapists to be members and increasing a sense of community at large.	Jessie Draufeld	Issues: 1.1.1 Non-Text Content: The alt text for the images are not portraying what is actually contained in the image, which is information about what the Fall 2021 Ethics seminar is like. However, this information is conveyed elsewhere on the page, so it would be recommended that the alt text remain blank.	1.1.1 Non-Text Content: The alt text for the images are not portraying what is actually contained in the image, which is information about what the Fall 2021 Ethics seminar is like. However, this information is conveyed elsewhere on the page, so it would be recommended that the alt text remain blank.

Click URL For Full PDF

<https://drive.google.com/file/d/1RnVZDn0xnWITxZCr4PeWmahzax2xVdF/view?usp=sharing>

# D

## User Research Card Sorting Survey *Open and Hybrid Card Sorts* April 2022



### Q1 Intro

#### EXECUTIVE SUMMARY

Our initial proposed IA was driven by our research. Since the website currently has many purposes for three diverse groups (Licensed Art Therapists, Art Therapy Students, Prospective Clients), we wanted to see how those particular users would structure that information via an open card sort using Optimal Workshop. After seeing clear patterns and some outliers, we decided to do a hybrid card sort to see if the outliers fit better when there were defined categories, or if users wanted more categories. These led to many updates to our prior proposed IA, including 5 global navigation items, multiple ways to navigate to some items, and a utility menu.

### A Appendix

#### Methods | Total # of Cards

Hybrid Card Sort

- 14. Board election information
- 15. Find a local therapist
- 16. Information on what art therapy is
- 17. Contact information for the association
- 18. Links to social media/RSS feeds
- 19. Mission & vision
- 20. Association newsletter
- 21. Blog posts
- 22. Art therapist accreditation information
- 23. Find a art therapist supervisor
- 24. Association's planned strategy
- 25. Public policy issues related to art therapy
- 26. Licensure information



26  
Cards



Click URL For Full PDF

[https://drive.google.com/file/d/13P1AqAvvSjO1eK4gzvZRO0c\\_jI6XT9B4/view?usp=sharing](https://drive.google.com/file/d/13P1AqAvvSjO1eK4gzvZRO0c_jI6XT9B4/view?usp=sharing)



# E

## Business Strategy

### Add-Ons

#### *Request For Proposal (RFP)*

Click URL For:

(1) DOCX

[https://docs.google.com/document/d/16wREGX954dp10\\_\\_Hyzzigqxb7wb0hUh\\_OiqkC5P96Es/edit?usp=sharing](https://docs.google.com/document/d/16wREGX954dp10__Hyzzigqxb7wb0hUh_OiqkC5P96Es/edit?usp=sharing)

(2) PDF

<https://drive.google.com/file/d/1lmkaXnxynkG1h42pozWca8L5pmQz8m-h/view?usp=sharing>

Crawford, Jessica; Ferguson, Kymberli; Gillyard, Samantha; and Unzu, Chukwudi T.  
IDIA 630, WB2 (SPRING 2022)  
University of Baltimore

**Virginia Art Therapy Association**  
Proposal: Website Redesign & Business Strategy



Submitted: Tuesday, May 17, 2022

# E

## Business Strategy

Add-Ons

*Recommendations: Addendum*

Crawford, Jessica; Ferguson, Kymberli; Gillyard, Samantha; and Unonu, Chukwudi T.  
IDIA630.WB2 (SPRING 2022)  
University of Baltimore

### Virginia Art Therapy Association

Recommendations: Addendum



Submitted: Tuesday, May 17, 2022

Click URL For Full PDF

<https://drive.google.com/file/d/1sjwCA-vgZhGxy2PpRAug-CZNGOr-Prsv/view?usp=sharing>

# E Business Strategy

## *Pennsylvania ATA Membership Awards (Web Page)*



### **MOST ACTIVE ARTIST-**

This award is bestowed to a Pennsylvania Art Therapy Association member who maintains a significant connection to their personal art making process by publicly exhibiting in shows and competitions.

**Please submit your nominations via email to [paataorg@gmail.com](mailto:paataorg@gmail.com) by July 31st, 2022.**

### **INNOVATIVE APPLICATIONS OF ART THERAPY AWARD-**

This award is granted to a Pennsylvania Art Therapy Association member who demonstrates an outstanding and innovative approach to art therapy through technique, practice, or otherwise. The recipient's unique and cutting edge work exemplifies new frontiers for the practice or application of art therapy.

**Please submit your nominations via email to [paataorg@gmail.com](mailto:paataorg@gmail.com) by July 31st, 2022.**

### **OUTSTANDING SUPERVISOR AWARD-**

This award is granted to a Pennsylvania Art Therapy Association member and supervisor who demonstrates outstanding mentorship, encouragement of art therapists, and demonstrates excellence in leadership in the field of art therapy.

**Please submit your nominations via email to [paataorg@gmail.com](mailto:paataorg@gmail.com) by July 31st, 2022.**

### **GRADUATE RESEARCH AWARD-**

This award is granted to a graduating Master's degree, art therapy student who is a current Pennsylvania Art Therapy Association member. Graduate Program Directors are invited to submit a copy of students' final research projects, theses, or capstones (as a PDF, website or video link), completed during the current academic year. Program Directors may submit

**F**

# **Full Personas**



# Kellye

## *The Art Therapist*

**Age:** Late 50s  
**Pronouns:** She / Her  
**Marital Status:** Married  
**Children:** 18 year old step-son  
**Employment:** Full-Time  
**Location/Residence:** Alexandria, VA

“Art is you being free from all the world’s heaviness. I would like to be able to follow what is happening daily in Art Therapy and get an overview of opportunities to connect with others in the field.”

### Background

#### **Education:**

B.S. in Creative Therapy  
M.S. in Clinical Health Counseling

#### **Needs:**

To connect/network with other art therapist professionals in the area for referrals and support.

#### **Wants:**

To retire in 5–10 years; Publish a book on her journey through art therapy and the impact it has had on her personal life.

#### **Notes:**

Loves to collaborate with others but is not willing pay large fee for membership sites.



Ability  
Inability to say “No”  
Needs reading glasses



Aptitude  
Very experienced with technology



Attitude  
High Functioning

# Amelia

## Student

**Age:** 24

**Pronouns:** She / They / Them

**Marital Status:** Single

**Children:** None

**Employment:** Unemployed

**Location/Residence:** Mother is Landlord

“As someone who has mental illness issues myself, I am excited to go out into the world and help others in a similar situation, but I’m wary of moving away. I really hope I can find a supervisor through my networks in Virginia.”

### Background

#### **Education:**

M.S. in Applied Psychology, B.A. in Art

#### **Needs:**

Amelia finished graduate school at Virginia State University and is close to finally being able to practice as an art therapist. However, supervisors are sparse, and she needs to find one quickly. She feels an enormous pressure to complete her practicum nearby, as relocating is a big cost, and her support system is in Virginia.

#### **Wants:**

To quickly be able to see what supervisors might be available and reduce stress/feel reassured.



#### Ability

Low attention and motivation due to stress and depression



#### Aptitude

Very experienced with technology



#### Attitude

Impatient, easily discouraged



# Clayton

## *The Skeptic*

**Age:** 31

**Pronouns:** He / Him / His

**Marital Status:** Single

**Children:** None

**Employment:** Part-Time

**Location/Residence:** Richmond, VA

"I personally don't see a need for there to be state regulations on 'art therapy.' There are definitely more important things to spend our state resources on than creating limitations on how a person is allowed to use glue and scissors. Nevertheless, I will do my job."

### Background

#### **Education:**

Clayton is a Political Science major at the University of Richmond who is working 20 hours/week in an internship with the VA General Assembly.

**Needs:** To perform some exploratory research and quickly **gather information** about the art therapy profession and practice.

**Wants:** Clayton is still early in his internship and wants to make a good impression and increase his chances of getting a letter of recommendation. He also wants to **increase his working knowledge about art therapy** so that he can speak intelligently during meetings.



#### Ability

Frequent eye fatigue, gets chronic migraines



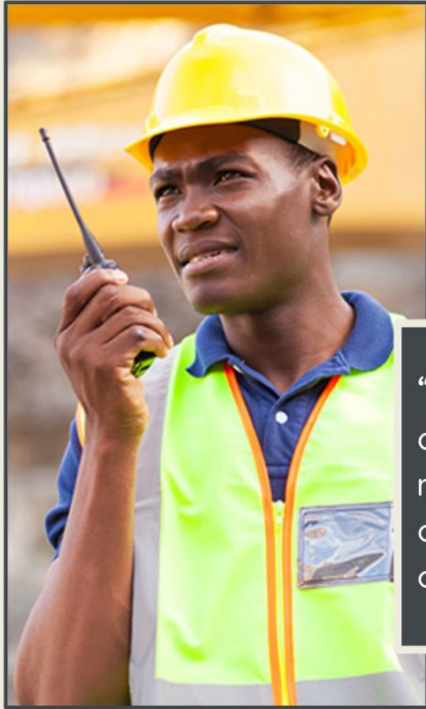
#### Aptitude

Tech savvy, accesses the internet daily from phone, tablet and desktop



#### Attitude

Ambitious, but impatient



# Tochukwu

## Potential Art Therapy Client

**Age:** Late 30s - Early 40s

**Pronouns:** He / Him / His

**Marital Status:** Widower

**Children:** 10 year-old child with special needs

**Employment:** Full-Time

**Location/Residence:** Hampton, VA

“I understand the importance of therapy during COVID-19. As a single father and manager, personally having time for art and consistent therapy sessions are challenging to arrange.”

### Background

#### **Education:**

G.E.D. and Certifications (CCM, CPC, PMP, PAL-EBM)

#### **Needs:**

Nigerian Immigrant who became U.S. citizen in his late teens. Previous experiences with language barriers prior to promotion in management. Father of child needing several federal and state programs that focuses on I.D.E.A. Act and underrepresented adolescent youths.

#### **Wants:**

To be ahead of the learning curve for therapeutic experiences for their child. Is open, but skeptical, to participating in those experience as well if it means empowering their children’s development experiences and learning skills.



#### Ability

“Get it done” attitude, macro-management



#### Aptitude

Experienced with management-based tools and technologies (AGILE)



#### Attitude

Distracted by work and busyness



**G**

# Wireframes

# Representatives & Committees

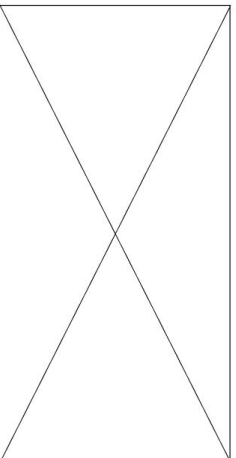


*Virginia Art  
Therapy Association*

[Blog](#)
[Contact](#)
[Members](#)
[FAQ](#)
[Home](#) [About Us](#) [Get Involved](#) [Art Therapist Locator](#) [Learning & Development](#)
[Home/Get Involved/Representatives & Committees](#)

## Representatives & Committees

Elections and how to make a difference in our community



There are five board positions that are elected in the fall on even and odd years as described below. If you want to volunteer otherwise, please check out the amazing opportunities for members to be representatives or committee members and email us by clicking volunteer. You may volunteer for more than one.

### Representatives

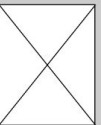
> Member
> Student
> 4 Regional Representatives (NOVA, EAST, CENTRAL, WEST)
<ol style="list-style-type: none"> <li>1. Discounted conference attendance and local events for CEU hours</li> <li>2. Access to our members-only forum</li> <li>3. Annual American Art Therapy Association Magazine Subscription</li> <li>4. Annual Art Therapist Association</li> <li>5. A great sense of community and opportunity to make a difference in the art world</li> <li>6. Self-leadership</li> <li>7. scthsjtsktsjtsr</li> <li>8. scthsjtsktsjtsr</li> <li>9. scthsjtsktsjtsr</li> </ol>
<a href="#">Volunteer</a>

### Committees

> Budget/Scholarship
> Events
> Government
<ol style="list-style-type: none"> <li>1. scthsjtsr</li> <li>2. scthsjtsktsjtsr</li> <li>3. scthsjtsktsjtsr</li> <li>4. scthsjtsktsjtsr</li> </ol>
> Membership/Elections
> Professional Development
> Social Media

### Elections for Board Positions

> Rules						
> Timing						
> Position Descriptions (pdf download)						
<table style="width: 100%; text-align: center;"> <tr> <td><input type="text" value="President"/></td> <td><input type="text" value="Secretary"/></td> <td><input type="text" value="Delegate to AOC"/></td> </tr> <tr> <td><input type="text" value="Membership Director"/></td> <td><input type="text" value="Treasurer"/></td> <td></td> </tr> </table>	<input type="text" value="President"/>	<input type="text" value="Secretary"/>	<input type="text" value="Delegate to AOC"/>	<input type="text" value="Membership Director"/>	<input type="text" value="Treasurer"/>	
<input type="text" value="President"/>	<input type="text" value="Secretary"/>	<input type="text" value="Delegate to AOC"/>				
<input type="text" value="Membership Director"/>	<input type="text" value="Treasurer"/>					



The Virginia Art Therapy  
Association

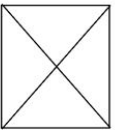
P.O. Box 17553  
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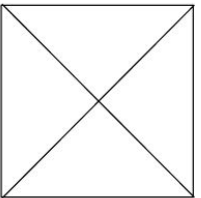
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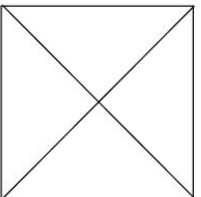
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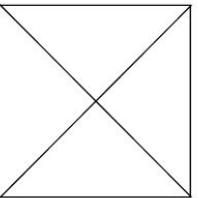
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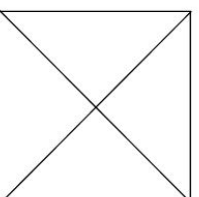
**Public Policy**  
- Licensure  
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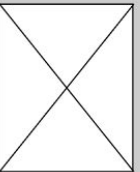
**Scholarships**  
- Conferences  
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**Art Therapist  
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-This Quarter's  
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**Internship  
Opportunities**  
-Member listings for  
students



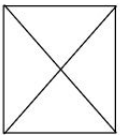
The Virginia Art Therapy  
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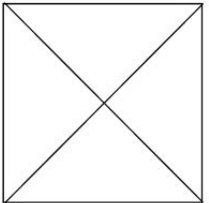
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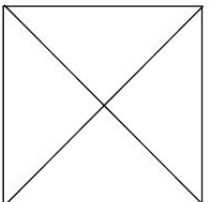
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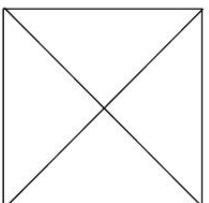
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**Mission  
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- Strategic Plan



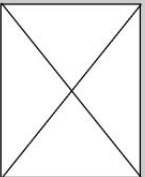
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