



PRACTICE CLARITY · PORTFOLIO CASE STUDY

Sofia Marin

Integrative therapy for adults. Brighton and online.

PREPARED BY

Alexander Watson Studio

DOCUMENT

Strategic foundation

STATUS

Portfolio case study

PAGES

Fourteen

Written backwards, on purpose.

Ordinarily this work comes first. A practitioner is interviewed at length, the material is analysed, and the website is built from the conclusions.

This document reverses that order. Sofia Marin's website already exists. What follows is the strategic foundation that could credibly have produced it — reconstructed from the finished work as a case study, so that the reasoning behind the design can be read rather than assumed.

EVIDENCE AND INFERENCE

Everything factual here is taken from the website itself: its copy, structure, service information, tone, photography, typography, colour, pacing and calls to action. No qualification, accreditation, modality, testimonial or clinical claim has been added that the site does not already make.

Everything else — what Sofia appears to believe, who she appears to serve, why a decision was made — is strategic inference drawn from that evidence, and is written as inference rather than fact.

Sofia Marin is a fictional practitioner created for portfolio purposes.

01 — 02

Practice at a glance
Professional identity

03 — 04

Philosophy of change
The people she helps

05 — 06

Messaging and voice
Intended client experience

07 — 08

Strategic translation
Practice clarity snapshot

A practice organised around one question.

THE PRACTITIONER

An integrative therapist of thirty-four, nine years in theatre production before training. She works in central Brighton and online, Tuesday to Friday, at £70 for fifty minutes.

THE PEOPLE

Adults whose lives are working. They arrive saying there is nothing actually wrong, and the site agrees with them before disagreeing.

THE CENTRAL CONCERN

Not crisis, but fit. What happens when a life built out of sensible decisions stops belonging to the person living it.

THE FEELING TO CREATE

Being taken seriously without being categorised. Recognition without a label attached to it.

Nothing is wrong in a way a form would recognise.

WEBSITE, OPENING PARAGRAPH

Precise before she is reassuring.

Corrective

She begins by correcting an assumption rather than making a promise. “Integrative isn’t a hedge.” The instinct is to be understood accurately first and liked second.

Practically frank

The stairs, the absent lift, the late-cancellation charge and the slow reply are stated in her own voice, in the body of the site, not in small print.

Transparent about method

She moves between approaches and says when she is doing it. Method visibility stands where most practices put credentials.

Attentive to language

She is interested in “the small translation people do before they speak, including in their own language.” Words are the material she works in.

Unwilling to overclaim

A whole section is given to what she will not claim — including that therapy makes people happier. Restraint is presented as competence, not modesty.

Second career, quietly used

Nine years in production appears once, is explained in a short paragraph, and is then undercut. It informs how she thinks; it is not what she sells.

*A therapist who would rather be exact than
comforting, on the grounds that accuracy is the
more useful kindness.*

The account is stable. The meaning is not.

The site's central device sets a fixed sentence against a meaning that keeps changing beneath it. That structure carries the belief: a life is not usually mistaken about the facts. It is carrying an account of them that has been repeated until it went smooth.

Read from the whole page, adulthood appears here as something constructed — assembled from decisions that were sensible at the time and are now being lived inside by a different person. Distress arrives not as breakdown but as loss of fit, which is harder to justify to other people and therefore lonelier.

*What happens when the life you constructed
stops fitting.*

DEFINING BELIEF, IN HER OWN WORDS

WHAT FOLLOWS FROM IT

- Change begins with re-reading, not with correcting. The event stays; what it meant is what moves.
- Accuracy is the goal, not improvement. The site says therapy “reliably makes things more accurate, which is not the same thing.”
- Identity is treated as fit rather than discovery. Nobody is helped to find their true self; they are helped to notice that the description and the person have come apart.
- A client is not required to arrive with insight. “You don't have to arrive with it. That's what the sessions are for.”

Functioning, and privately out of alignment.

VISIBLE FROM OUTSIDE

A career chosen carefully. A relationship that is kind. Friendships, a city, a family that is proud of them. They are frequently the capable one, the person everyone finds easy.

HAPPENING INSIDE

Flatness after arriving at the thing they worked towards. Effort spent holding a life steady that no longer registers as effort. A suspicion the life belongs to a previous occupant.

WHAT HAS STOPPED FITTING

A career, a friendship pattern, a family expectation, somewhere that was meant to be temporary eight years ago, or a version of themselves other people are relying on.

WHAT THEY HOPE FOR

To say something accurately for once. To stop performing the description. Permission not to know what it is before asking for help with it.

TWO THINGS THEY ARE WARY OF

Being categorised. They have often been read a certain way for years, accurately or not, and are tired of it. A page that names their type does the same thing again.

Being handled. They can see technique working on them. Warm second-person copy — “you’re exhausted, you’re carrying so much” — reads to this reader as a method, not a welcome.

One message, held by three ideas.

Therapy for adults, for the point at which a life stops fitting.

PRIMARY MESSAGE

YOU DON'T HAVE TO NAME IT

The requirement to diagnose yourself before asking for help is removed explicitly, beside the action: *you don't need to be able to say what it is.*

THE METHOD IS VISIBLE

What she does, what she will not do, and what she asks of a client are all stated plainly. Trust is offered through description rather than assertion.

THE FACTS ARE NOT THE STORY

What happened is accurate and public. What it meant is unstable and private. The second is where the work is, and the site demonstrates this rather than explaining it.

Dry, exact, and unhurried.

HOW IT SOUNDS

Short declaratives. Specific numbers. An occasional flat undercutting of her own serious sentence — “it takes about forty seconds and an email address.” Warmth is present but never performed, and the page declines to be solemn without ever going for a laugh.

The second person appears, but never as a claim about the reader. Situations describe a position rather than assign a feeling, so that somebody can recognise themselves in one without having been told what they are.

I'd rather be caught changing approach than be consistent and useless.

WEBSITE, HOW I WORK

EMBRACE

- Plain description of situations
- Numbers stated openly
- Named limits and refusals
- Unfinished sentences the reader completes
- Verbs rather than identity nouns

AVOID

- Journey, safe space, holding space
- “You deserve”, “it takes courage”
- Promises of happiness
- Condition lists and client categories
- Telling the reader what they feel

From eleven at night to four sentences.

FEEL

A small, unwelcome jolt of recognition, then relief that nothing is being sold. Not soothed — met. The page should feel like an adult wrote it and is not performing.

UNDERSTAND

Within seconds: that she is a therapist, who she works with, where, when, what it costs, and that the first conversation is free and is not an assessment.

TRUST

Method described rather than asserted. Limits named. Price published. Awkward practical facts volunteered before they can be discovered.

DO

Arrange the twenty minutes — by telephone as readily as video, with no requirement to explain the problem first.

THE ARC

ARRIVAL

Facts and fee first, so scepticism is answered before feeling is asked for.

RECOGNITION

Ten situations and no categories. Something is close but not quite right, which the page says is a good sign.

UNDERSTANDING

How she works, then the second column showing what an hour with her is actually for.

CONTACT

A short form whose optional field says “I’m not sure how to describe this” is a complete answer.

Why the site looks like this.

STRATEGIC INSIGHT

Recognition has to happen without a category being applied, because being read a certain way is part of what these clients are tired of.

The distinction between what happened and what it meant is the practice's actual content, not a metaphor for it.

This reader can see technique working on them and reads warm second-person copy as being handled.

Sceptical, articulate people check what something costs before they read anything emotional.

She refuses the therapist personal brand and will not perform interiority.

WEBSITE CONSEQUENCE

No condition list, no “who I work with” panel, no client types. Instead ten **situations** spanning work, family, friendship, love, language and place — described rather than diagnosed, and wide enough that no single group can claim the page as being about them.

It becomes the site's one interaction rather than a paragraph. Two planes: the sentence fixed on the left, the meaning arriving and replacing itself on the right, each plane labelled with the words the practice uses. The reader learns what a session is for by operating it.

The second person is never used to tell the reader how they feel. Where Sofia addresses them directly it is to remove a requirement rather than to make a claim — **you don't need to be able to say what it is** — and that release appears only next to the action it releases.

Fee, session length, days and delivery mode sit in the first screen as a four-item ledger in plain numerals, with the free twenty minutes named as an action rather than a page.

Five photographs in total and one portrait. No lifestyle sequence, no video, no quotation set over her own face. The single overlaid line is attributed plainly and appears once.

Typography, colour and photography.

STRATEGIC INSIGHT	WEBSITE CONSEQUENCE
The practice runs on two registers: what a person says out loud, and what it turns out to have meant.	Two typefaces with fixed jobs. A serif carries every meaning and every statement — the question, the readings, the one overlaid line. A grotesque carries the practice's account of itself — facts, method, labels, prices and forms. A meaning never appears in the grotesque, and a fee never appears in the serif.
Colour used as mood would contradict a practice built on precision.	Colour is given a job instead. Plum belongs to the meaning layer and to the mark that stands for it, and never to a control — not a button, not a navigation state, not a form. Aubergine carries statements; a single clay tone exists only as a hairline and as the focus ring.
She is not a wellness practitioner and would rather be slightly boring than fashionable.	No sage, no pastel, no gradient, no rounded cards, no icons. The aubergine and parchment palette sits closer to an exhibition catalogue than a clinic, and no colour was chosen because it is current.
A real individual has to be evidently behind the practice, without the site becoming a self-portrait.	One direct, unsmiling portrait in daylight. The rest of the photography is the room and the city as fragments — a chair, a window, a worn wall — carrying atmosphere without illustrating the copy or explaining her.
Her humour is central in the room and curdles when written down.	The page is dry rather than funny. Short declaratives, one undercut per section, no exclamation and no aside. Whitespace does the work that a lighter tone would otherwise have to do.

Structure, pacing and the enquiry.

STRATEGIC INSIGHT	WEBSITE CONSEQUENCE
Volunteering the awkward fact is how this practitioner earns trust.	The practical section is written as content, not small print: the first floor and the absent lift, the charge for late cancellation, the reply that may not come until the next working day, and plain crisis signposting for what this practice cannot serve.
A reader deciding on £70 a week needs to skim first and read deeply second.	Alternating pacing. Dense information sections are set against single-line colour fields, so the page can be understood at speed and still rewards being read slowly.
Generous space is itself a claim about her manner — that nothing here is being rushed or sold.	Wide margins, a short measure and a deliberately empty middle of the type scale. The site never fills space simply because it has it, which is the same discipline as not filling a silence in a session. The one place it does close up is the first screen, where the facts have to arrive whole.
The first message she wants is “I’m not sure how to describe this.”	The enquiry has no field asking what the problem is. Name, contact, in person or online, then an optional final box whose label states that exact sentence is a complete answer. Telephone is offered at equal weight to video, with her reason given.
One thing, two readings — the practice's whole proposition in four words.	An identity mark of two offset brackets that never close a frame, in two colours. It scales from the header to the footer, reappears around the portrait, and travels down the second column to mark whichever sentence is being re-read.

The whole thing, on one page.

PROFESSIONAL IDENTITY

An integrative therapist who would rather be exact than comforting, and treats accuracy as the more useful kindness.

PHILOSOPHY

The account is stable; the meaning is not. Change comes from re-reading what happened, not from correcting it.

TONE

Dry, exact, unhurried. Warm without performing warmth. Declines to be solemn; never reaches for a laugh.

VISUAL DIRECTION

Aubergine, parchment and plum. A serif for meaning, a grotesque for facts. Five photographs, wide margins, no ornament but a hairline.

IDEAL CLIENT

An adult whose life is working and no longer feels like theirs — competent, articulate, wary of being categorised or handled.

CORE MESSAGE

Therapy for adults, for the point at which a life stops fitting.

DESIRED FEELING

Recognised without being labelled. Taken seriously by someone who will keep up.

WEBSITE PRIORITY

Make the free twenty minutes easy to ask for without knowing what it is about.

Clarity first. Website second.

Every decision on Sofia Marin's website can be traced to something in these pages — the absence of a condition list, the fee in the first screen, the plum reserved for a single job, the sentence that does not change while its meaning does.

That is the point of the document. A website that comes from understanding a practitioner will look like that practitioner. One that comes from a template will look like the template, whatever is written on it.

REFERENCE

Sofia Marin is a fictional integrative therapist created as portfolio concept 09 for Alexander Watson Studio. No professional registration, qualification, insurance, testimonial or clinical claim in this document or on the accompanying website is real.

This is a portfolio case study, written at portfolio length. In commissioned work Practice Clarity is prepared from conversation with the practitioner before any design work begins, and its output is the short written Practice Direction described at alexanderwatson.co.uk.

alexanderwatson.co.uk