

# The Victor Papanek Award

For Distinction in Graduate Thesis Research



**Awarded to Carley Hummal**  
**MA Interaction and User Experience Design**  
**2021**

For her Thesis:  
“Refer Me: Improving Online Tools For Finding Suitable  
In-Person Psychotherapy Services”

In an age of mass production when everything must be planned and designed, design has become the most powerful tool with which man shapes his tools and environments (and, by extension, society and himself). This demands high social and moral responsibility from the designer.

– Victor J. Papanek  
Author, “Design For The Real World”



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## ReferMe

### Improving Online Tools For Finding Suitable In-Person Psychotherapy Services

Thesis Examination  
Carley Hummel  
December 2020



Carley Hummel  
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In a culture where good technology is widely available, in-person psychotherapeutic services should be easier to find. While many websites and apps are available to help people find online therapy, comparatively few offer in-person therapy.

Unfortunately, the few platforms that do aid in finding in-person therapy sessions are poorly designed, cold, and unduly complicated, serving up far too many irrelevant options following survey and filtering. This experience can feel overwhelming to users. Therapeutic options that may be a good fit for the user are often buried deep in a long list, making good matches hard to find.

The objective here is to design a service platform that offers users the confidence to find an in-person psychotherapist using their mobile phone, tablet, or computer. The platform should offer a search experience that narrows the pool of options into a discrete, manageable list and guides the user's journey with easy, step-by-step directions and guidance. Design recommendations are offered for an improved platform enabling users to find the in-person psychological services they need.

