THE HEATED THERAPIST

UX & Brand Experience Audit

A STRATEGIC REVIEW OF THE DIGITAL, EMOTIONAL, AND CLIENT EXPERIENCE.



PREPARED BY

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THE HEATED THERAPIST

What's Already Working

The Heated Therapist already creates something many wellness brands struggle to achieve:
a sense of calm, trust, and personal care.

The opportunity is translating that feeling more consistently across every client touchpoint.

01	02	03	04
Emotional Trust	Calm Atmosphere	Personalized Care	Boutique Positioning



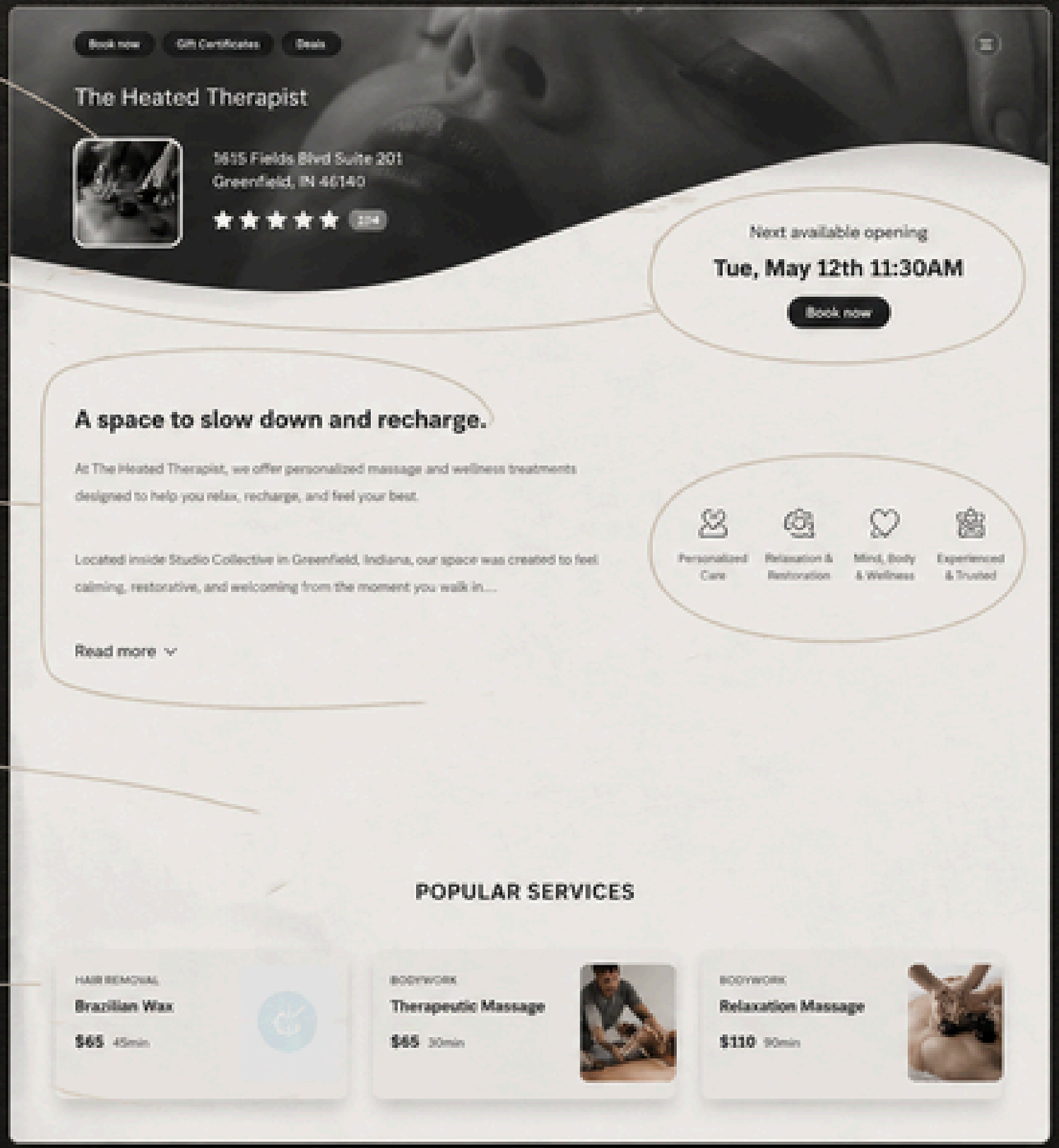
HERO IMAGERY & EMOTIONAL TONE

BOOKING VISIBILITY

CLEARER VALUE PROPOSITION

REDUCED CLUTTER

TRUST INDICATORS



THE HEATED THERAPIST

First Impression

Most users decide within seconds whether:

- the business feels calming
- the experience feels trustworthy
- booking feels easy
- the treatment feels worth the investment

The homepage is not simply informational.

It is the emotional beginning of the client experience.

THE HEATED THERAPIST

Self-Care Is Easy To Postpone

Stress builds

↓

The client thinks about booking

↓

Booking feels complicated or easy to forget

↓

Self-care gets delayed

↓

The appointment never happens



WELLNESS BOOKINGS ARE EMOTIONAL DECISIONS.

The easier and more calming the experience feels, the more likely users are to schedule before stress, hesitation, or distraction take over.

Most wellness bookings happen on mobile devices, making simplicity and visibility essential throughout the experience.

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The Experience Contines

Most wellness businesses stop communicating after the appointment.

The strongest brands continue reinforcing care, consistency, and emotional connection long after clients leave the treatment room



THE EMAIL JOURNEY

21 DAYS
GENTLE REMINDER & GRATITUDE

1 MONTH
STRESS & WELLNESS AWARENESS

3 MONTHS
EMOTIONAL RECONNECTION

FINAL RE-ENGAGEMENT
PERSONAL REMINDER & INCENTIVE

Consistent, thoughtful communication keeps your brand top of mind and turns one-time clients into lifelong guests.

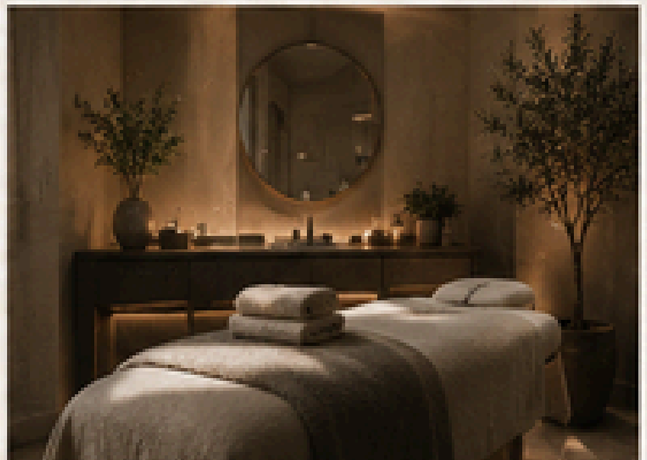












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Social Media As The Experience

Strong wellness brands create an emotional atmosphere before the appointment even begins.

RECOMMENDED CONTENT PILLARS:

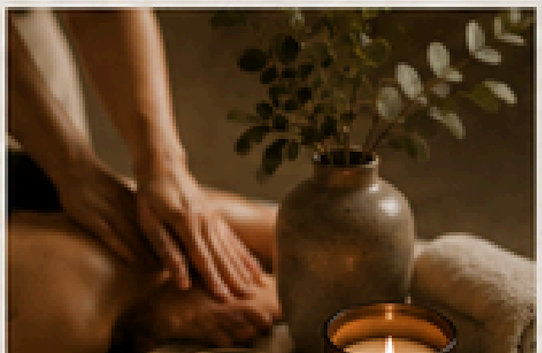
- Relaxation & Atmosphere
- Wellness Education
- Behind-The-Scenes Care
- Client Experience Storytelling
- Emotional Wellness Messaging

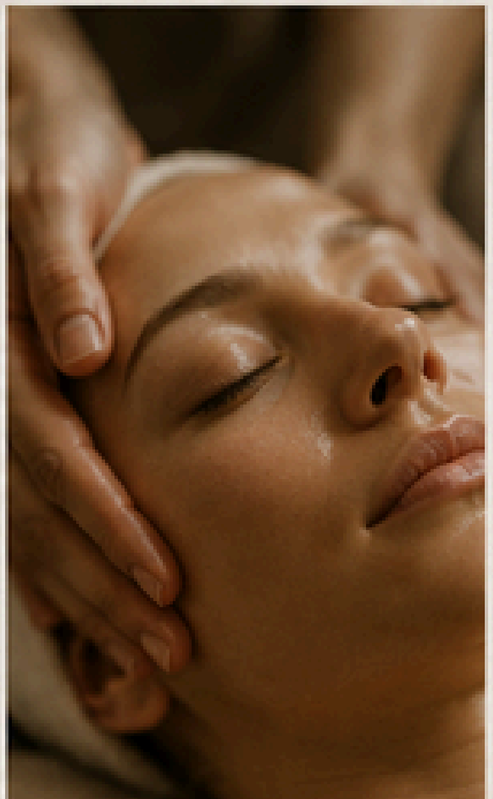
GOAL~ MAKE PEOPLE FEEL CALM, UNDERSTOOD, AND READY TO RETURN.











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Shaping Emotional Trust

Strong imagery makes clients emotionally exhale before they even book.

RECOMMENDED VISUAL DIRECTION:

- Monochrome or desaturated imagery
- Close-up wellness details
- Hands performing treatment work
- Warm towels and heated stones
- Texture-focused photography
- Soft shadows and natural light
- Calm, uncluttered environments



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The Oppornity Is Bigger Than Massage

The Heated Therapist already offers more than a service. It offers a moment to slow down, reconnect, and feel restored.

The goal is not simply attracting appointments. The goal is becoming part of people's wellness routines.

THE STRONGEST LONG-TERM OPPORTUNITY IS BUILDING A WELLNESS BRAND THAT FEELS:

- calming
- restorative
- emotionally safe
- visually intentional
- easy to trust
- easy to return to

THIS POSITIONING CREATES SPACE TO NATURALLY EXPAND:

- facials
- skincare
- wellness rituals
- self-care experiences
- long-term client relationships



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Strategic Priorities Moving Forward

01

STRENGTHEN FACIAL POSITIONING

Expand facial-focused imagery and wellness storytelling to support service growth.

02

CONTINUE REFINING THE BOOKING JOURNEY

Reduce friction and reinforce booking visibility across mobile experiences.

03

BUILD EMOTIONAL CONSISTENCY ACROSS SOCIAL MEDIA

Create a calmer, more intentional visual identity across all platforms.

04

EXPAND RETENTION & RE-ENGAGEMENT CAMPAIGNS

Stay top-of-mind with thoughtful communication that encourages return visits and referrals.

05

DEVELOP A MORE RECOGNIZABLE WELLNESS BRAND IDENTITY

Elevate the brand with cohesive visuals, messaging, and an experience that feels unmistakably yours.


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