

*CASE STUDY - COACHING, PERS DEV*

# Content System & UX Journey for Pers Dev Coach



Transforming how Tarot personal development coaches connect, support, and empower users through strategic content systems and intuitive digital experiences.

**Crystal Pappas**  
Senior Content Architect | Narrative Strategist

# The Study

## Content System & UX Journey for Personal Development Tarot Coaches

Project Type: UX Journey & Content System

Duration: 3 weeks

### Project Overview

This case study explores the creation of a scalable, user-centered content system for Tarot-based personal development coaching services. The aim was to design clear pathways for user discovery, engagement, and growth by combining strategic content architecture, modular messaging frameworks, and UX touchpoints tailored to client goals and user needs.

#### Project Focus

Created a Content and UX system for a client-centered personal coaching platform.

- Designed scalable content architecture for evolving service offerings
- Developed clear, supportive UX messaging and user journey flows
- Created modular content components for easy updates and personalization
- Prioritized accessibility and empathetic touchpoints across all content

#### User Overview

Primary clients are personal development seekers—ranging from curious first-timers to committed repeat clients looking for tailored growth.

- “Skeptical Seeker”: Curious about Tarot, seeks clarity before engagement (Pain Point: Unclear service value)
- “Life Transitioner”: Facing a life change, needs actionable insights and emotional support (Pain Point: Overwhelmed by options)
- “Regular Client”: Books sessions regularly, values trust, consistency, and ongoing guidance (Pain Point: Wants easy access to personal history/resources)
- “DIY Learner”: Interested in self-study, looks for resources and community (Pain Point: Needs credible, accessible info, not sales pitches)

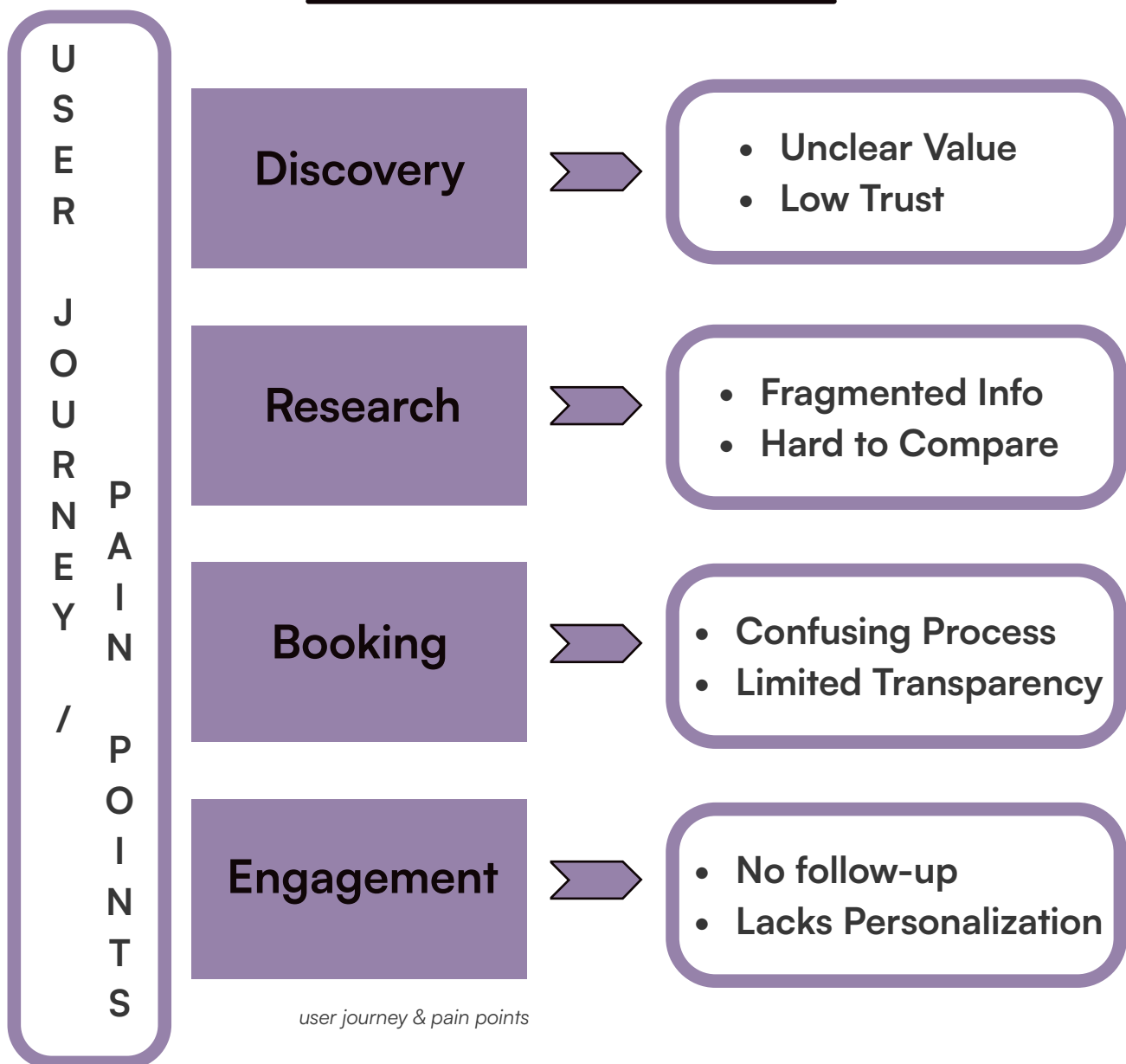
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# The Challenge

Independent personal development Tarot coaches often face a difficult task: building trust with users, communicating their unique value proposition, and managing evolving services in a digital environment that can feel impersonal and fragmented.

The challenge here was to design a content and UX system that empowers coaches to support growth-seekers at every touchpoint — cultivating clarity, engagement, and accountability — regardless of platform constraints or marketing resources.



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# Research & User Analysis

## The Research

To develop a user-centered content system, I reviewed competitor platforms, studied coaching client testimonials, and mapped out hypothetical personas representing the platform's core audience segments.



## Skeptical Seeker

### MOTIVATION

Wants to understand the value and integrity of coaching before committing.

### PAIN POINT

Unclear service benefits.

### DESIGN CHALLENGE

*How might we help them gain trust and confidence easily?*

*This user needs to quickly feel trust and understand tangible value. Streamlined messaging and visible social proof will be essential for conversion.*



## Life Transitioner

### MOTIVATION

Seeks actionable guidance and emotional support during a major life change.

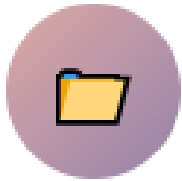
### PAIN POINT

Overwhelmed by options.

### DESIGN CHALLENGE

*How might we simplify choices and offer tailored direction?*

*In moments of change, clarity and personalized support matter most. Simplifying the journey and offering empathetic guidance are key.*



## Regular Client

### MOTIVATION

Values ongoing support, personal attention, and seamless management of sessions/history.

### PAIN POINT

Hard to access personal records.

### DESIGN CHALLENGE

*How might we help them track progress and feel cared for over time?*

*Consistency, easy access to personal records, and tailored follow-up foster loyalty for this repeat user. Solutions must prioritize seamless management.*



## DIY Learner

### MOTIVATION

Interested in learning and self-development with reliable resources, not sales push.

### PAIN POINT

Needs credible info, dislikes heavy sales messaging.

### DESIGN CHALLENGE

*How might we provide curated, accessible content for self-guided growth?*

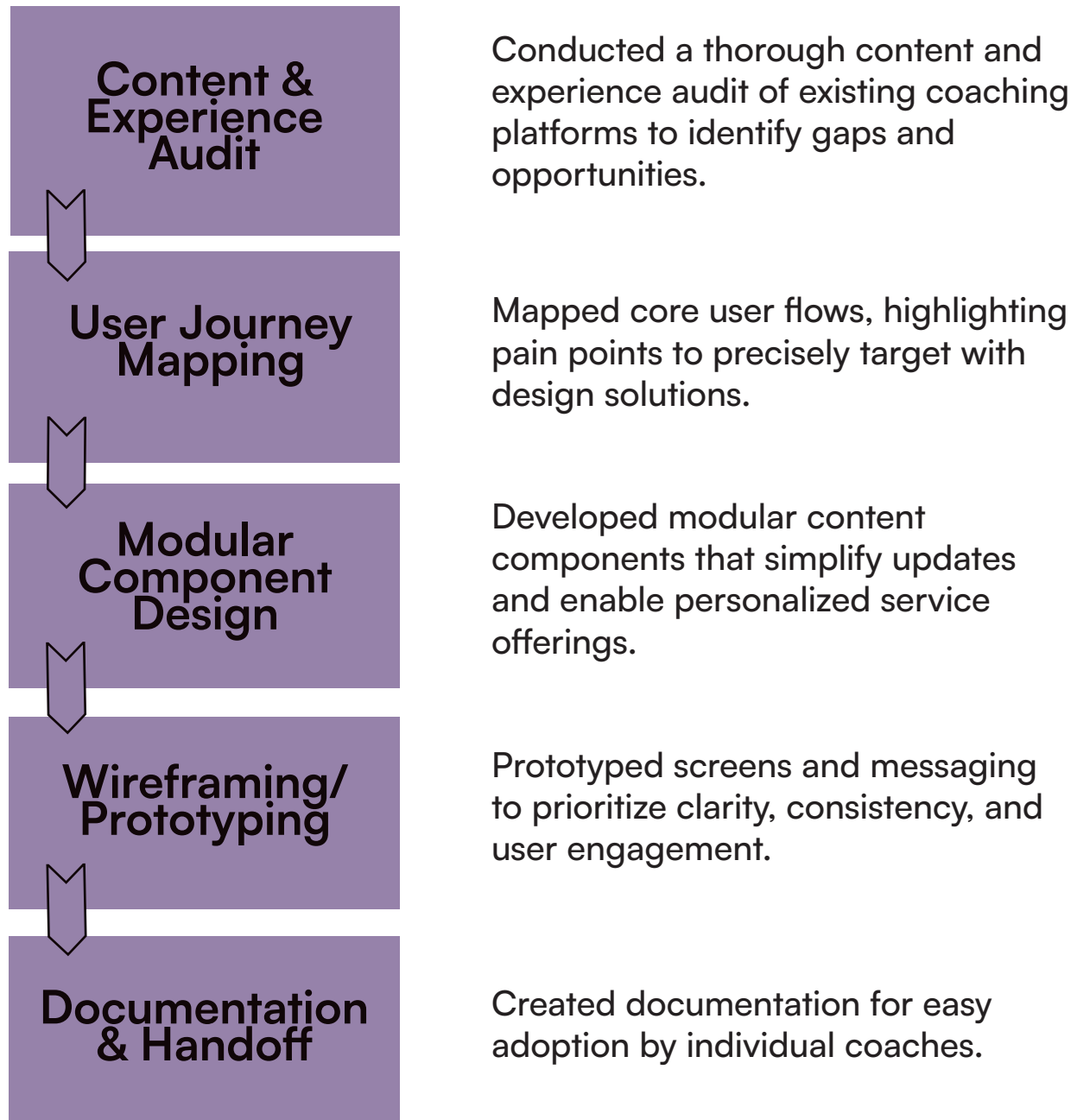
*Providing credible, accessible resources — without a sales push — will empower self-guided growth. This persona calls for thoughtful, unobtrusive content design.*

## Key Insights

- Users lack trust in online coaching platforms
- Content is often fragmented or difficult to navigate
- Evolving service offerings need simple, modular info updates
- Personalized experiences foster loyalty and repeat engagement

# Approach & Solution

Building on user insights, I followed a step-by-step, iterative process to design a scalable content and UX system for Tarot personal development coaches.



As a final part of the process, I incorporated stakeholder feedback (where applicable) and iterated designs to enhance usability and effectiveness.

## UX Writing / Messaging

Thoughtful messaging establishes trust and empowers users at each stage of their journey.

### UX Writing Examples

#### Discovery Stage (Headline / Value Proposition)

*Find clarity and confidence. Personalized Tarot guidance for every season of life.*

#### Research Stage (About / Coach Bio)

*Hi, I'm Maya — experienced Tarot coach specializing in transitions and personal growth. My approach is honest, supportive, and tailored to your needs.*

#### Booking Stage (CTA Button / Microcopy)

*Book your first insight session — no commitment, just real answers.*

(Accompanying tooltip): *All guidance is confidential. You decide what to explore.*

#### Engagement Stage (Follow-up / Dashboard)

*Welcome back, {Name}! Take a look at your insights from previous sessions, or set a new intention for your journey ahead.*

#### Universal Empty State Microcopy

(Booking Dashboard): *No sessions booked yet. Ready to discover clearer guidance? Start your first insight session.*

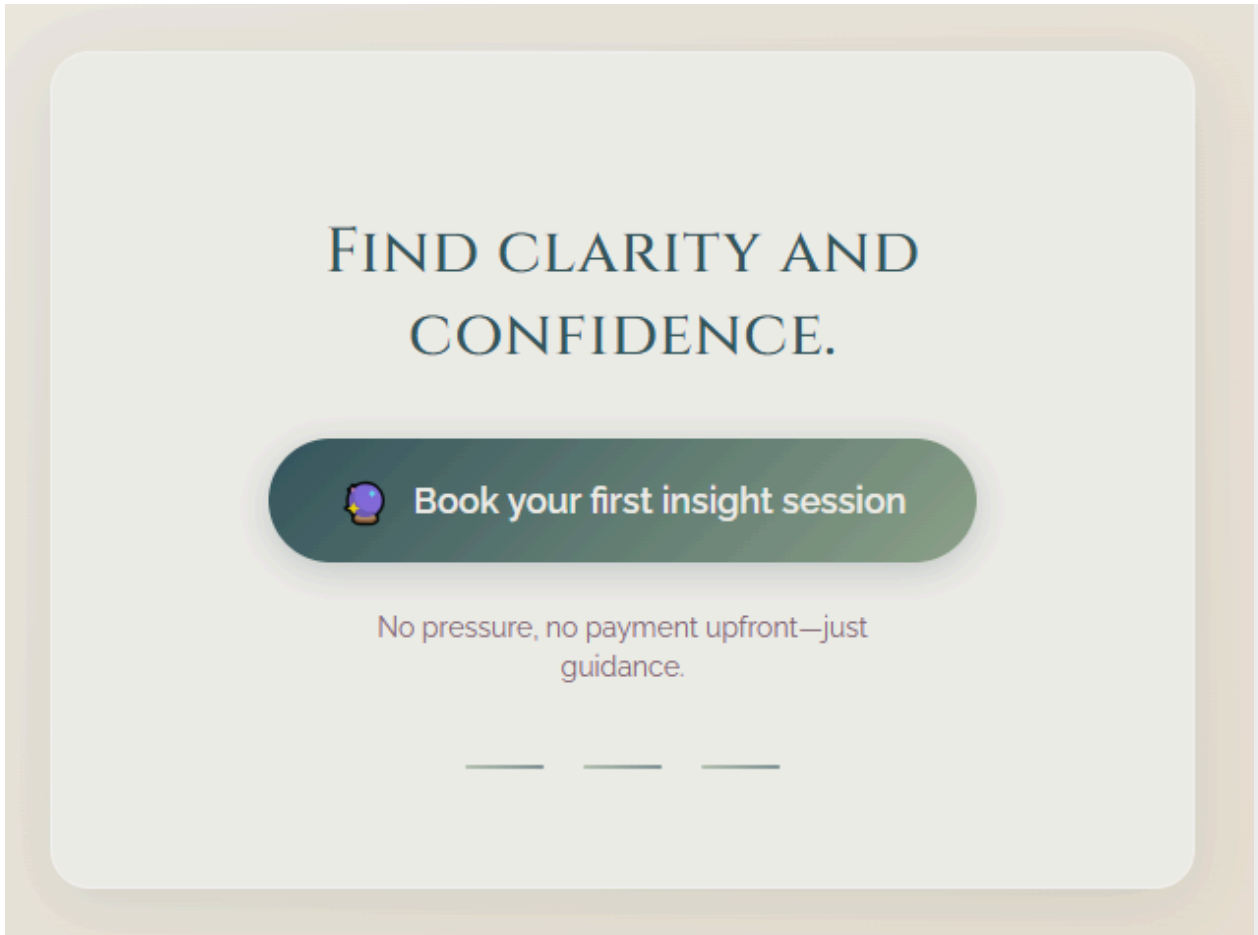
(Resource Library): *Looks like you haven't explored any resources yet. Find helpful insights and get inspired whenever you're ready.*

#### Universal Error Microcopy

(Form Error): *Please complete all required fields before continuing..*

(Date Selection Error): *Select a date to view available times for your session.*

*Below is a sample of a CTA Button & Microcopy text.*



*This branded call-to-action example highlights how strategic UX writing and design can overcome user hesitation at key moments of engagement. Tailored specifically for Coach Jade’s brand, the headline and button are crafted to build immediate trust and invite exploration, while the gentle color palette and icon reinforce a sense of personalized care. Microcopy beneath the CTA directly addresses common user anxieties, lowering barriers and encouraging first-time bookings in a way that feels welcoming and authentic.*

## A Few More Examples

### **Skeptical Seeker (tooltip on Booking Button)**

*No pressure, no commitment — just a chance to explore and ask questions.*

### **Skeptical Seeker (Booking Form)**

*Please choose a date to see available session times.*

### **Life Transitioner (Confirmation Message)**

*Your session is booked! I'm here to support you through every change.*

### **Life Transitioner (Empty State - Resource Library)**

*Feeling overwhelmed? Start with my curated guides for life transitions.*

### **Regular Client (Dashboard Greeting)**

*Welcome back, {Name}! Ready for your next step? Here are your past session notes.*

### **Regular Client (Reminder Microcopy)**

*Don't forget to review your last Reading before your upcoming session.*

### **DIY Learner (Resource Hub Heading)**

*Explore practical tools and Tarot insights — learn at your own pace, no strings attached.*

### **DIY Learner (Button Text Variation)**

*Download the free Tarot learning guide.*

# Results & Reflection

This system was designed to address the needs of growth-seekers and Tarot coaches across various digital platforms. While this project reflects a broader approach, insights are shaped by both research and my prior work with a freelance Tarot coach.

## Anticipated Outcomes



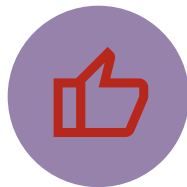
### Bookings Up

More users complete bookings due to clear messaging and reduced friction



### Coach Confidence

Coaches express greater confidence in presenting their unique value



### User Trust

Users report feeling welcomed, informed, and less hesitant at booking



### Unified Messaging

Content updates and messaging remain consistent and on-brand across different coaches

“Clients say booking feels truly personal — like working directly with me, not just any coach.”

-- Projection based on user research and past freelance feedback

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## Skills Gained

*While each coach's personality is unique, building trust and clarity is universal — especially in life coaching and personal development. This project sharpened my skills in designing adaptable, modular systems; collaborating with stakeholders; and crafting messaging that is both personal and consistent. These lessons continue to inform my work in tackling complex, multi-brand challenges where user empathy and confidence are paramount.*

“The best designs are those that create connection and understanding.”

## Future Steps

*For future iterations, I plan to create a coach onboarding toolkit, implement user satisfaction surveys, consider A/B testing, and track conversion rates. These steps will help ensure coaches can easily adapt and personalize their platforms while continuously improving user experience and engagement. Over time, this ongoing feedback loop will strengthen both client trust and coach visibility across digital channels.*

# Let's Connect

Senior Content Architect and Strategist focused on clarity, systems efficiency, and sustainable growth. I bring a strategic, user-centered approach to architecting complex information systems and transforming enterprise documentation. I specialize in the intersection of Content Governance and Product Design to drive measurable business impact.

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