

Website Blueprint

OP-84807

Location: Pittsburgh, Pennsylvania, USA (Allegheny County and surrounding communities)

Business Type: Opioid Treatment Program (OTP) / Addiction Recovery Healthcare Provider

Target Audience: Individuals and families in Allegheny County, Pennsylvania, seeking evidence-based treatment for Opioid Use Disorder (OUD), including those requiring medication-assisted treatment, counseling, recovery support, and related wellness services. Demographics include adults of all ages, pregnant and postpartum women, and families impacted by opioid addiction. Psychographics: individuals motivated to recover, seeking compassionate, nonjudgmental, and accessible care, often facing barriers such as housing, transportation, or food insecurity.

Executive Summary

Tadiso, Inc. is one of Pennsylvania's oldest and largest opioid treatment programs, offering comprehensive, evidence-based care for opioid use disorder to individuals and families in Allegheny County. Their reputation as a Center of Excellence and their standout features, such as rapid intake, a mobile unit, integrated wellness and maternal education, and in-house drop-in childcare, position them as a trusted provider dedicated to removing barriers and supporting recovery in a compassionate, community-focused environment.

Primary Goals

- Provide comprehensive, individualized treatment for Opioid Use Disorder (OUD) using evidence-based practices
- Increase accessibility to care through in-person, telehealth, and mobile unit services
- Support long-term recovery and wellness for patients and their families

Brand Values

- Compassionate, patient-centered care
- Evidence-based, individualized treatment
- Community support and empowerment

Competitive Advantages

- One of Pennsylvania's oldest and largest Opioid Treatment Programs (OTPs)
- Designated Center of Excellence since 2016
- Quick, streamlined intake and treatment process
- Mobile unit for increased accessibility
- Comprehensive recovery support staff addressing barriers like housing, transportation, and food security

- On-site drop-in child care for all ages in a safe, trusted environment

Visual Identity

Color Palette

Color Type	Color Swatch	Hex Value
Primary		#0A4A73
Secondary		#CAE3E8
Accent		#F6B442

Rationale: We chose a strong blue for trust and confidence, a light blue for calmness and clarity, and a golden yellow accent for hope and optimism. These colors make the website feel welcoming, reliable, and uplifting, which is important for people seeking help with recovery.

Typography

Heading Font: Montserrat

Body Font: Open Sans

Google Fonts Url: <https://fonts.googleapis.com/css2?family=Montserrat:wght@700&family=Open+Sans:wght@400;600&display=swap>

Imagery Style

Use real, diverse photos of staff and patients that show compassion, support, and hope. Mix in professional photos of your clinic, mobile unit, and welcoming spaces. For banners and galleries, highlight people in recovery, families, and a sense of community. Avoid cold or clinical stock photos.

Overall Aesthetic

The website should feel inviting, organized, and uplifting. Visitors should quickly understand that you offer professional, nonjudgmental support for recovery. Everything should be easy to read, with strong calls to action guiding people to get help.

Theme Style

Clean and simple with lots of white space so information is easy to find. Soft edges and rounded buttons make the site feel welcoming. Icons and supportive visuals highlight key services like counseling, medication support, and child care.

Layout Approach

Keep the homepage organized with clear sections. Rotating banners at the top show your main messages and services. Gallery pages should display photos of your staff, clinic, and community involvement. Use large, clear buttons for important actions like intake, and simple navigation so people can find what they need quickly—especially families or those in crisis.

Regional Recommended

- Show local Pittsburgh landmarks in some images to build a sense of community.
- Feature staff and patients from Allegheny County to reflect the people you serve.
- Use warm and friendly language to make everyone feel welcome.

Regional Avoid

- Don't use images showing only city skylines or distant places that don't look like Pittsburgh.
- Avoid cold or generic medical imagery.
- Stay away from complicated layouts or dark, heavy colors that may seem unapproachable.

Requirements & Features

Homepage clarity

Description: Make it clear right away who you are, what you do, and how you help people and families with opioid addiction.

Validation: Within five seconds, a first-time visitor should understand the type of care and support offered.

Rotating banner

Description: Use a rotating banner on the home page to quickly show top services—like Methadone, Suboxone, counseling, and drop-in childcare—and messages about compassionate care.

Validation: Banner is visible on page load, rotates between 3–5 images/messages, and includes calls to action like 'Start Intake' or 'Learn More'.

Easy navigation

Description: Make it simple for people to find the intake form, services, hours, and contact information from the main menu.

Validation: Main menu has clear links to Intake, Services, Locations, Hours, Contact.

Gallery

Description: Show real photos of the clinic, staff, community, and services in a dedicated gallery page to build trust.

Validation: Gallery displays at least 5 photos, is easy to open, and images appear professional.

Contact form

Description: Place a simple contact form on the Contact Us page with fields for first and last name, email, and a message so people can easily reach out for information.

Validation: Contact form is visible, accepts submissions, sends to the correct email (help@tadiso.org).

Mobile-friendly design

Description: Make sure the website works well and looks good on phones and tablets so more people can get information where they are.

Validation: All pages and banners adjust to phone screens; menu and contact form easy to use on mobile.

Weather/closure notification banner

Description: Use a notification bar at the top of every page for urgent updates about weather closures or other important changes.

Validation: Banner is easy to read, can be updated quickly when needed.

Page Structure & Recommendations

Homepage (*Landing*)

Purpose: To introduce Tadiso, Inc. to people seeking help with opioid addiction, clearly showing who they are, what they do, and how to get started. The homepage gives reassurance, highlights the main services, and helps people take the next step toward care.

Sections

Hero

Purpose: The first thing visitors see should make it clear Tadiso, Inc. is here to help people recover from opioid addiction, showing trust, compassion, and local commitment.

Key Elements:

- Tadiso, Inc. logo and tagline: 'Since 1968.'
- 'Meeting Needs. Renewing Life.'
- Rotating banner with images showing welcoming staff and happy, diverse patients
- Headline about strengthening Pittsburgh's communities with compassionate care
- Short sentence about evidence-based treatment, specialized support, and local impact

Strategy: Quickly reassure visitors they are in the right place and encourage them to get help right away.

Psychology: People searching for addiction help may feel nervous or ashamed—so the first impression should feel warm, non-judgmental, and safe.

Tone: Use calm, caring, and hopeful language that welcomes everyone and makes them feel understood.

Cta Block

Purpose: Guide visitors to reach out for help by contacting the intake team, making it easy to call or text.

Key Elements:

- Button to call intake team: 833-TADISO-3
- Text above button: 'Take the next step with support from our intake team.'
- Instruction to send a text to 833-TADISO-3
- Encourage both phone and text contact for privacy and ease

Strategy: Make the next step easy and reduce hesitation by making the options simple and visible.

Psychology: People might feel overwhelmed or uncertain. Direct and clear action steps help reduce anxiety.

Tone: Write in a supportive, straightforward way that makes reaching out feel simple and safe.

Other Pages ()

Recommended Sections

- Company Story
- Team Profile
- Mission & Values

Psychology Insight

Building trust through relatable storytelling and demonstrating company values

Copy Tone Guidance

Authentic and engaging, highlighting the company's journey and ethos

Implementation

UX Psychology

Principle: Reduce anxiety and increase trust

Application: Use photos that show welcoming staff and friendly environments; include clear explanations and real testimonials.

Implementation: Put a photo and brief welcome message near the top of the homepage. Use simple language about how the intake process works. Highlight staff qualifications and patient privacy.

Principle: Make actions obvious

Application: Guide visitors with simple buttons that stand out, like 'Start Intake' or 'Contact Us'.

Implementation: Use a brightly colored button for intake and place it in several key spots, starting on the homepage and main menu.

Content Strategy

Area: Service clarity

Recommendation: Dedicate pages to top services (Methadone, Suboxone, counseling, mobile unit, child care) so people know exactly what is offered.

Implementation: Write a short description of each major service, use everyday language, and place a 'Learn More' button under each summary.

Area: Local focus

Recommendation: Reference Pittsburgh and Allegheny County communities to show local expertise and approachability.

Implementation: Mention service areas on the homepage, and use testimonials or stories from local clients (first name and last initial).

Conversion Optimization

Technique: Quick intake access

Rationale: People needing help may leave if they can't start right away.

Implementation: Place a clear 'Take the next step—Intake' button on top of every page, linking directly to the intake form or instructions.

Technique: Keep contact easy

Rationale: Simple forms reduce hesitation and increase the number of people reaching out.

Implementation: Limit the contact form to only the essentials (name, email, message). Place a phone number and 'text us' option nearby.

Priority Focus

Category: Homepage and intake clarity

Description: Make it easy to reach your main service, start the intake process, and understand your unique qualities.

Reason: People in urgent situations need quick, clear access to help, and are more likely to choose you if they see what makes you different.

Category: Mobile and accessibility

Description: Ensure anyone in the community—including those with only a smartphone—can navigate and use the website.

Reason: Your audience includes people who may only have mobile access, so a mobile-ready site will let more people get help.

Implementation Order

1. Set up homepage clarity and main navigation
2. Add rotating banner for top services and values
3. Publish dedicated service pages with local focus
4. Set up gallery page using real clinic and staff images
5. Add simple contact form and check delivery
6. Configure weather notification banner
7. Test full site on mobile phones and tablets

Risk Mitigation

Outdated or missing contact information

Category: Operational

Suggested Action: Set up a process to check and update phone numbers, addresses, and forms every few months.

Broken banners or forms

Category: Technical

Suggested Action: Test all key features before launch and after any updates, especially the rotating banner, contact form, and mobile layout.

Overly complicated website navigation

Category: User journey

Suggested Action: Keep navigation simple, with the most important pages linked directly in the main menu—no hiding Intake, Services, or Contact.

Business Impact

Impact Level: High