The Team W, founded by Susan Weinschenk, is a company that offers very specialized business consulting services. Weinschenk, a Ph.D.in psychology, uses her knowledge of brain science and behavioral science to understand and direct online users. The services The Team W offers are threefold: in addition to using established and well-researched psychology engineering methods to predict user behavior they also focus on business growth and in-bound marketing. They teach businesses how to use software and web design to influence the subconscious mental processes we all go through.

They focus on helping businesses plan and achieve strategic, long-term marketing objectives. Their website exemplifies what Weinschenk identifies as two of the most important drivers: the need to belong, and story telling.

The Team W's site design is wide and open. Users are greeting with short blurbs of large, friendly text, that are easy to quickly read. The kind tone of the blurbs seems welcoming and eager to oblige the visitor. "DON'T GET LOST," seems like the words of a friend. As the user scrolls down, the story telling begins, as they first learn about the website from a short interview with Weinschenk herself. Users can scroll down even further and see the types of services that The Team W provides and how to access them. The whole feel is clean, intriguing, and approachable.

the team W