

Autism Spectrum Initiative 360



Aditya Nayak, Sejal Khatri
Ijou Wu, Ajinkya Sheth

Company Vision

- ★ That all individuals and families impacted by ASD and related disorders / conditions across the lifespan will have access to individualized, state of the art services and support when they need it, how they need it and where they need it in order to build on strengths and improve quality of life.

Company Mission

- ★ Implement a portal which provides information and services through a seamless personalized experience to people who are impacted by autism and related disorders.

Business Strategy

Client Needs

Client needed an online platform as a single point of access for information and resources related to autism:

-  Connect necessary resources and autism community
-  Provide information to educate and guide action
-  Raise awareness

Problems Identified

- **Information not personalized**

The current information provided does not cater to each user respectively as per their identity and their needs

- **Site complicated and navigation unclear**

Users find it difficult to retrieve needed information from the current page

- **No integration with other associations**

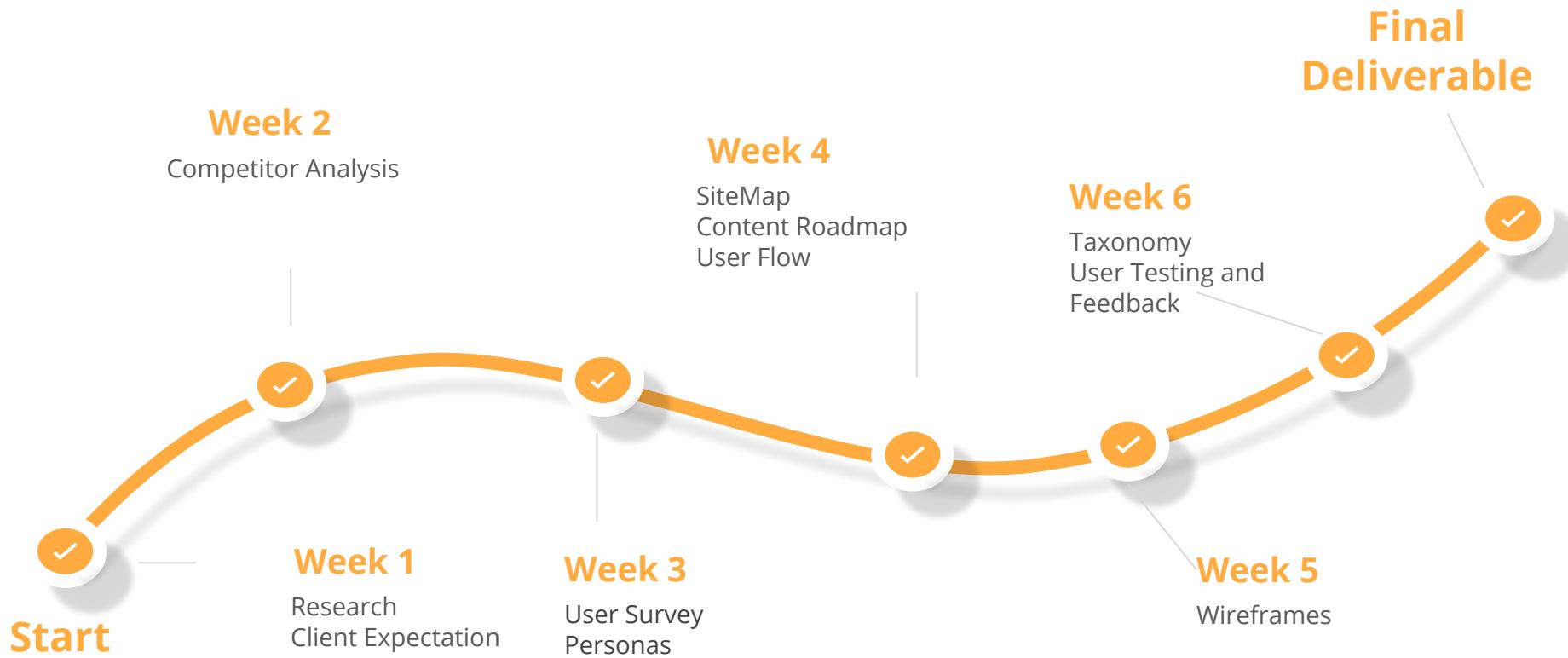
There are no navigation and linkage of information between client and other association and thus users need to jump site to site to collect all required resource

Strategy

- **Formulating and facilitating user research** and being sensitive to the values and needs of the users and the Autism community
- **Personalize user experience** as per user types
- **Improve services and provide prompt assistance** to users which includes a roadmap for action
- **Make SAC's online portal a one-stop access point** for information and services related to autism

Project Plan

Project Timelines



Roles & Tasks



Aditya Nayak
Information Architect

Research
Requirement Gathering
Competitive Analysis
User Survey
Card Sort
Sitemap
Content Roadmap



Sejal Khatri
User Experience Designer

Research
Requirement Gathering
User Survey
Personas
User flow
Wireframe
User Testing



I Jou Wu
Content Strategist & Taxonomist

Research
Requirement Gathering
Competitive Analysis
User Survey
Content Roadmap
Taxonomy



Ajinkya Sheth
Product Manager

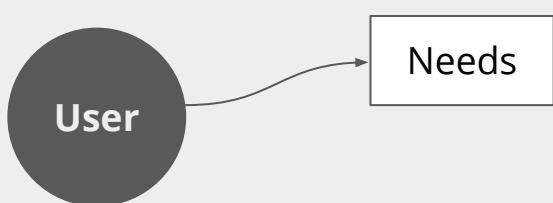
Time Management
Research
Requirement Gathering
Client Expectation
Survey
Presentation

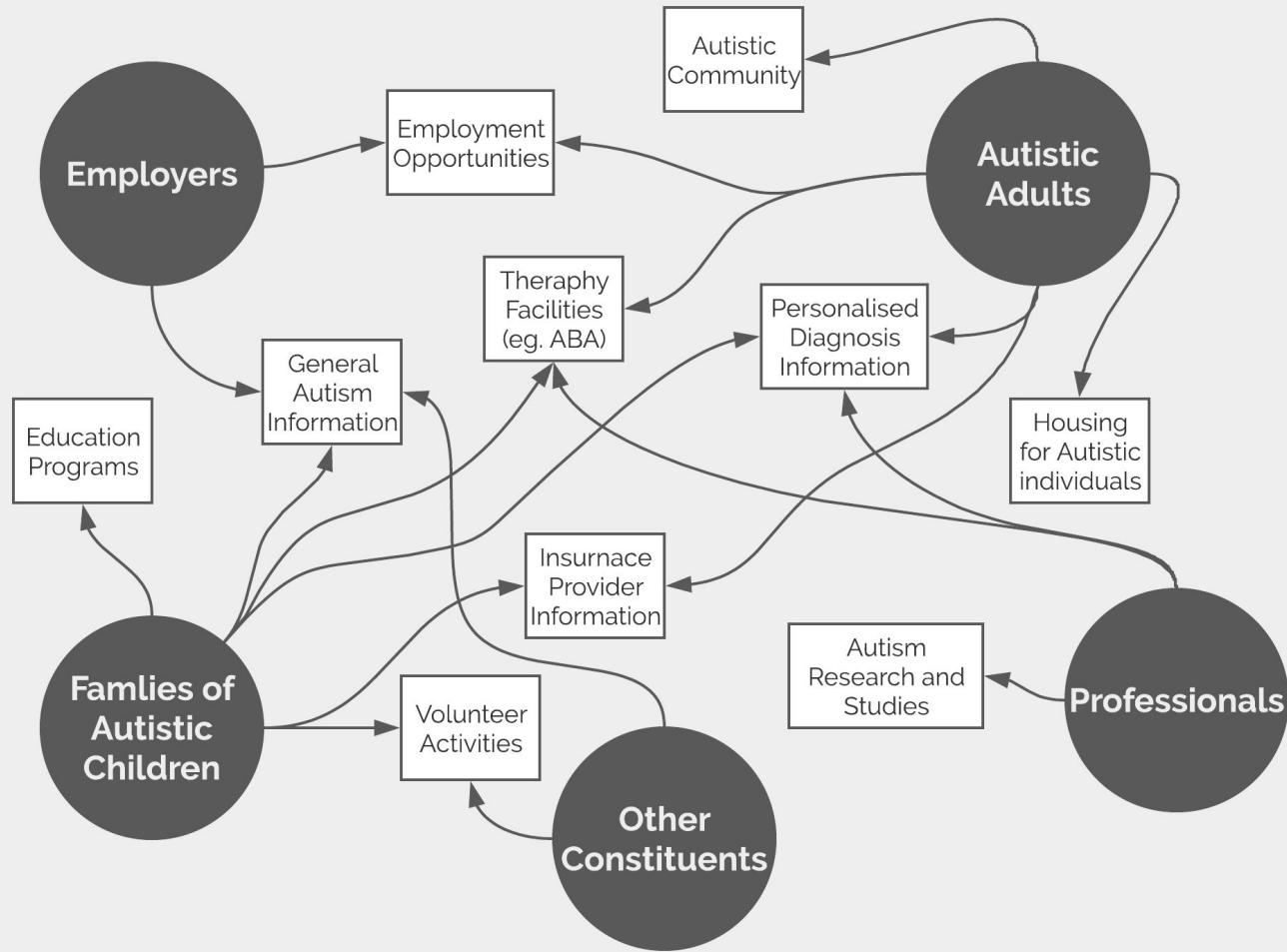
User Research

Concept Map

Problem structuring method

- ★ Depicts relationships between concepts
- ★ **Concepts:** people, countries, organizations, objects
- ★ **Relationships:** causes, requires, contributes to





User Persona

Guide to our design process

- ★ An archetype of group of users having common motivation and goals of using a particular product

Except for the persona shown in the next slide, more persona can be seen in the appendix

Parent with a recently diagnosed child with autism

"I want to be well equipped to make this world a better place for my child"



Name: Cathy

Age: 35

Location: Redmond, WA

Occupation: Unemployed

Family: Husband, son with autism

Social

Caring

Kind

Supportive

Cathy was a teacher in a public school until recently when her 3-year-old son was diagnosed with autism, and then she became a full time stay-at-home mom to take care of her son. Hence, she had to make some changes in her lifestyle. She is always seeking for opportunities and resources which will help her better support her son.

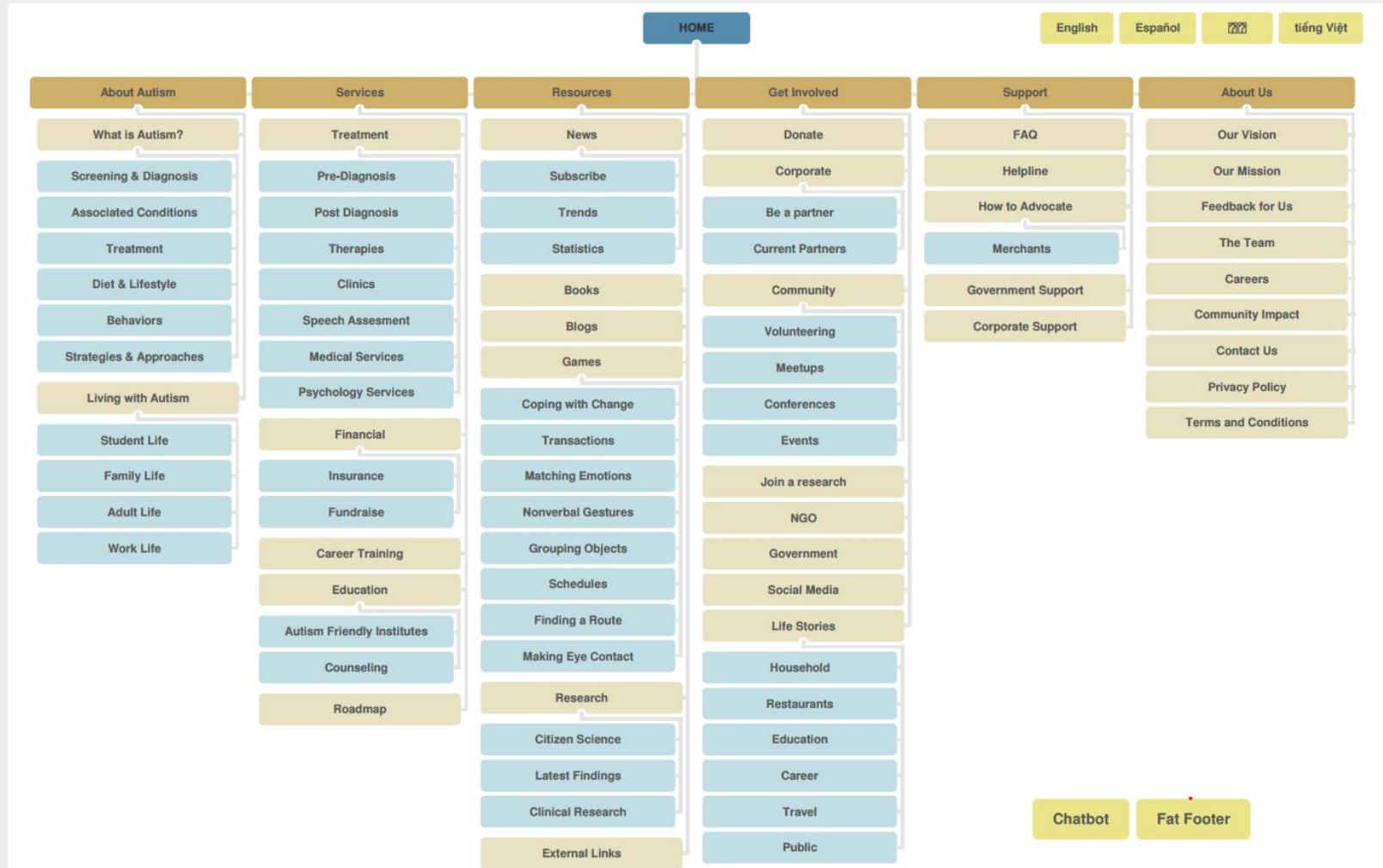
User Needs

- Concise instruction and roadmap.
- Hopeful stories of families that successfully overcame challenges due to autism.
- Resource about how she can advocate /educate others about autism.
- Bad stories of all worst-case scenario that will help them be mentally prepared.
- Information and resource about future steps she can take for her son's education.

Pain Points

- Has to wait to get diagnosis appointment for her son.
- Struggles to find right information sources
- Lack of trust over available online resources
- Does not have the community to discuss about her problems
- No tool available for planning and getting feedback.
- Has to read through a lot of documents to understand autism

Sitemap



Chatbot

Fat Footer

English

Español

ไทย

tiếng Việt

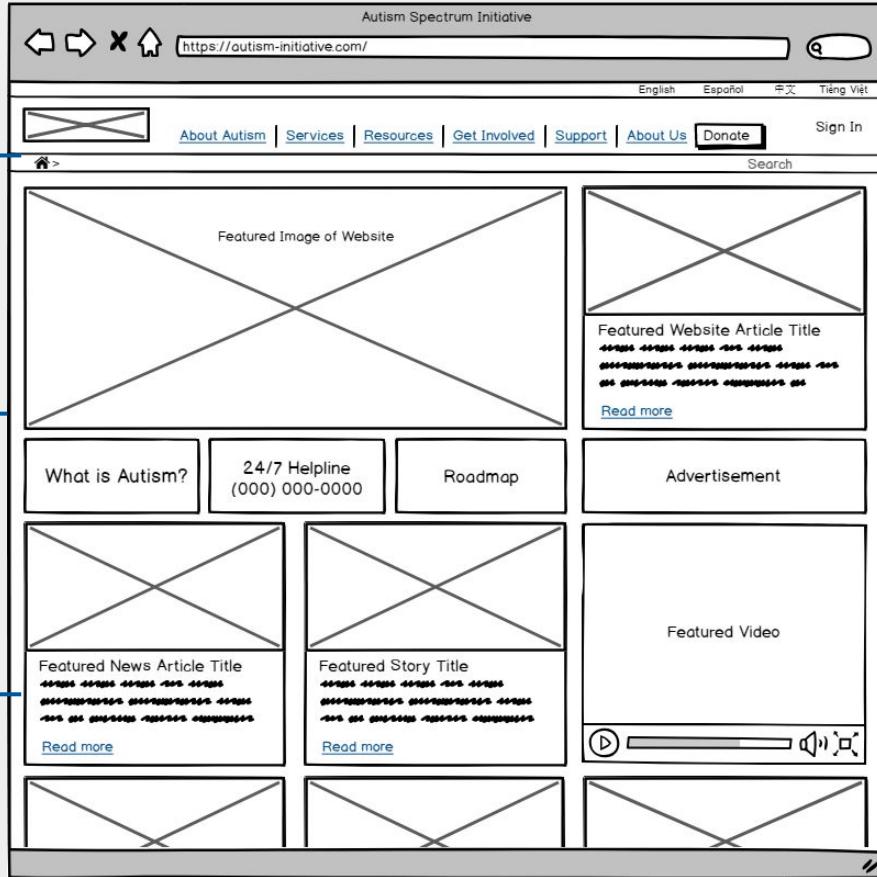
Wireframe

Home Page

Language Selection & Navigation menu

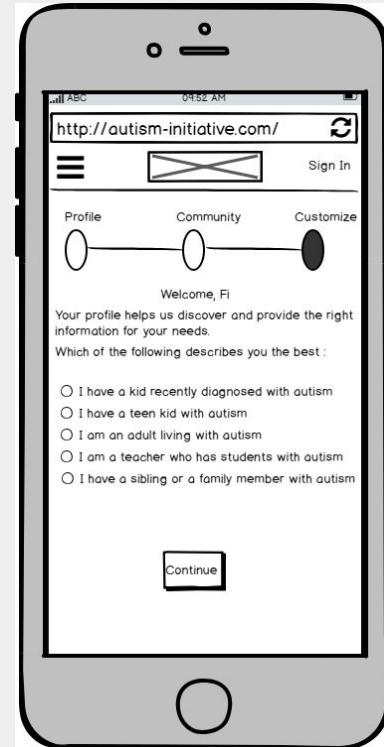
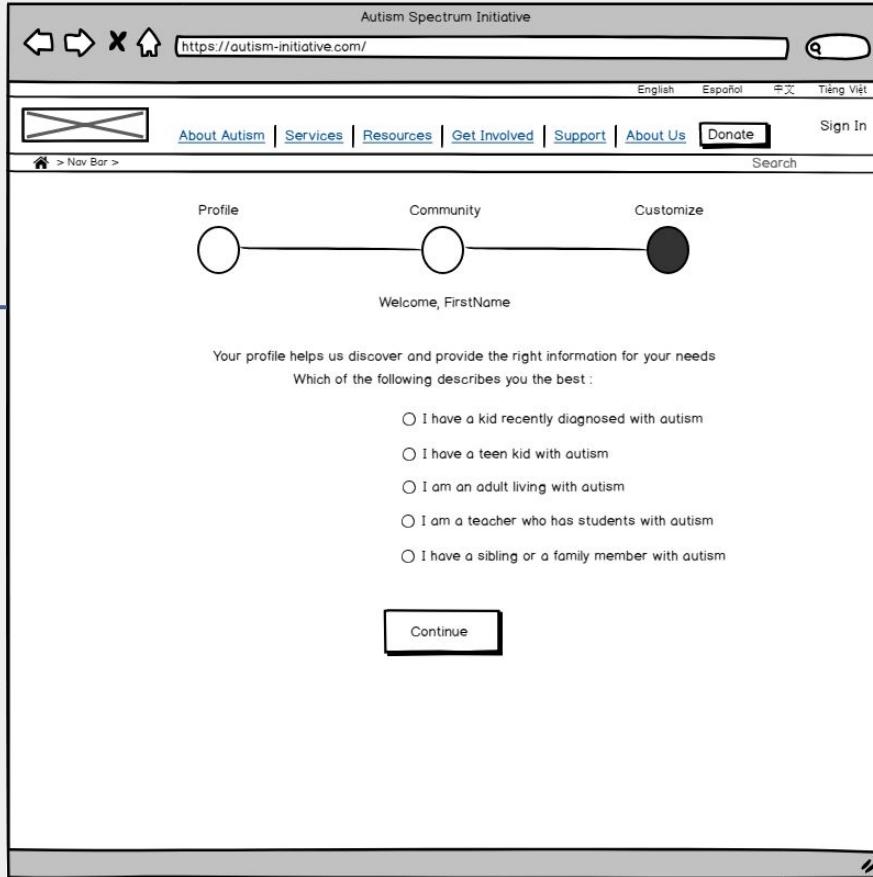
Primary Featured content

Quick info



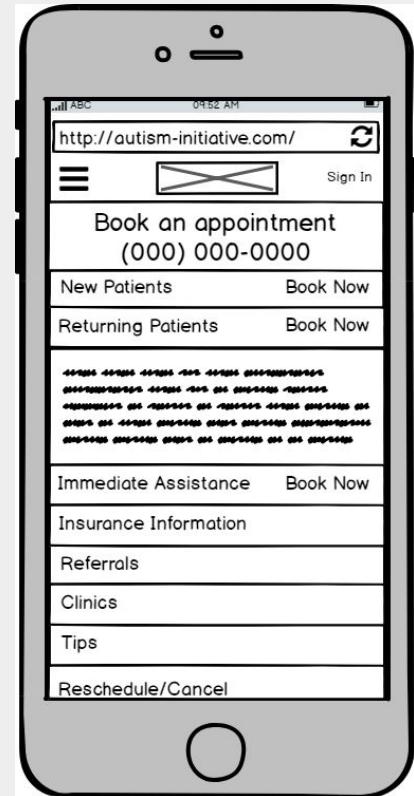
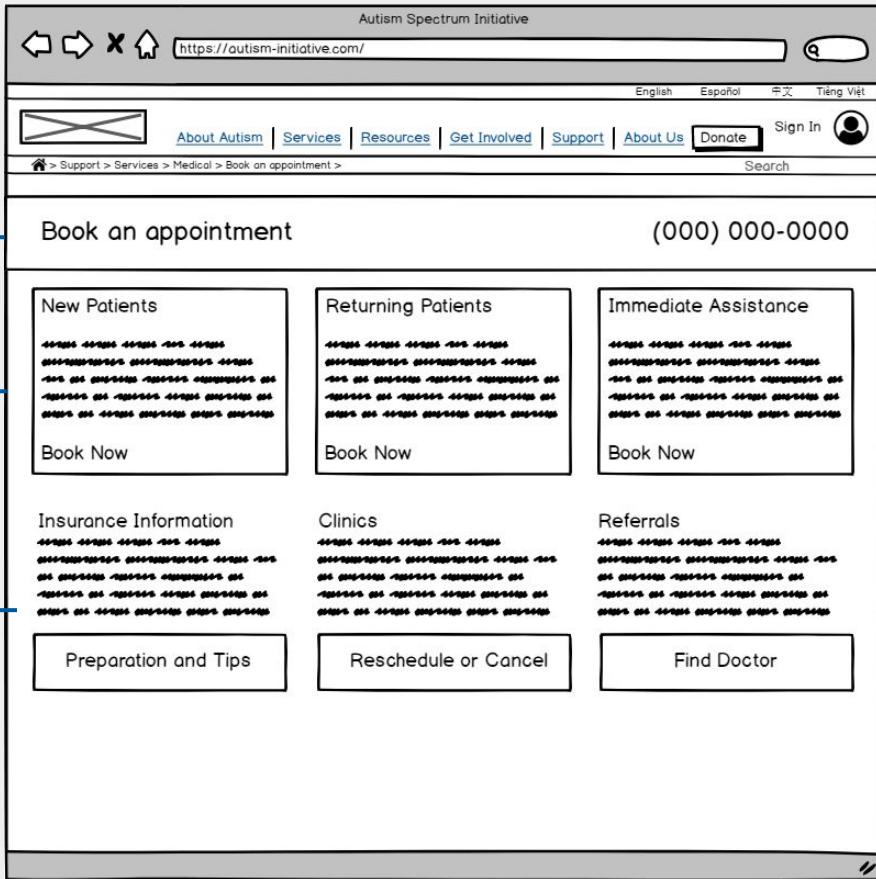
SignUp Page

Customizing experience as per user type



Additional wireframes can be seen in appendix

Book Appointment Page



Get Involved Page

Autism Spectrum Initiative
https://autism-initiative.com/get-involved/lifestory

English Español 中文 Tiếng Việt

About Autism Services Resources Get Involved Support About Us Sign In

Get involved Search

Get Involved

Join our big community and share some love with each other!

Thumbnail image for Meetups Page

Meetups

Find a support group for yourself in your community!

Thumbnail image for Lifestory Page

Lifestory

Read other people's experience, or share your own!

Thumbnail image for Forum Page

Forum

A place for all sorts of discussion!

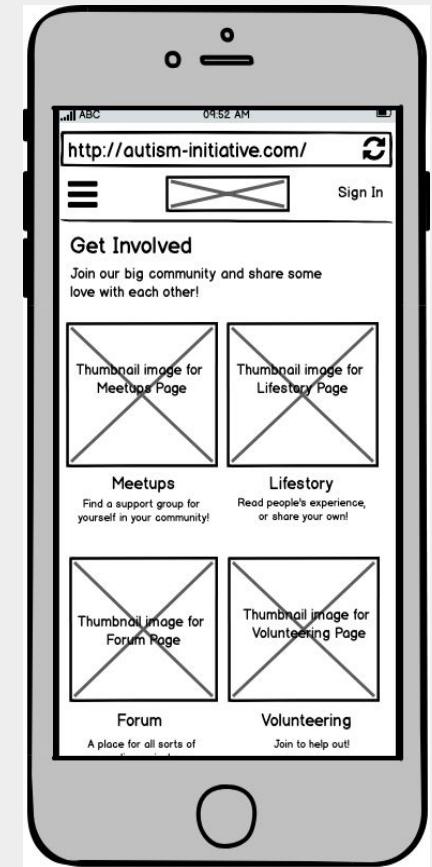
Thumbnail image for Volunteering Page

Volunteering

Join to help out!

Each grid is a links to a subpage under the Get Involved page

Thumbnail image for pages under the Get Involved content



Lifestory Page

Autism Spectrum Initiative
<https://autism-initiative.com/get-involved/lifestory>

English Español 中文 Tiếng Việt

About Autism Services Resources Get Involved Support About Us Donate Sign In

Get involved > Lifestory Search

Lifestory

Share your stories with the big family!

Featured story

Story Title 5 min	Author	
A series of small, illegible icons representing a family.		
Read more	Feb 28, 2018 09:19 am	
12 Find it helpful	132 Views	5 Comments

Most helpful

Story Title 5 min	Author	
A series of small, illegible icons representing a family.		
Read more	Feb 28, 2018 09:19 am	
12 Find it helpful	132 Views	5 Comments

More stories

Story Title 5 min	Author	
A series of small, illegible icons representing a family.		
Read more	Feb 28, 2018 09:19 am	
1 Find it helpful	13 Views	5 Comments

Story Title 5 min	Author	
A series of small, illegible icons representing a family.		
Read more	Feb 28, 2018 09:19 am	
1 Find it helpful	13 Views	5 Comments

Story Title 5 min	Author	
A series of small, illegible icons representing a family.		
Read more	Feb 28, 2018 09:19 am	
1 Find it helpful	13 Views	5 Comments

Story Title 5 min	Author	
A series of small, illegible icons representing a family.		
Read more	Feb 28, 2018 09:19 am	
1 Find it helpful	13 Views	5 Comments

Sort by

Date added ▾
Found helpful
Views
Comments

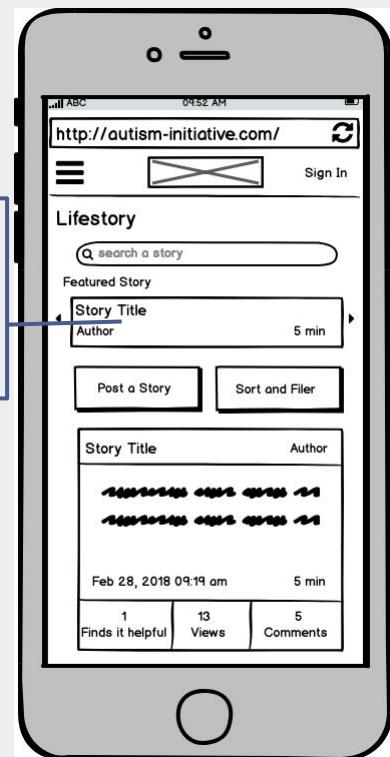
Categories

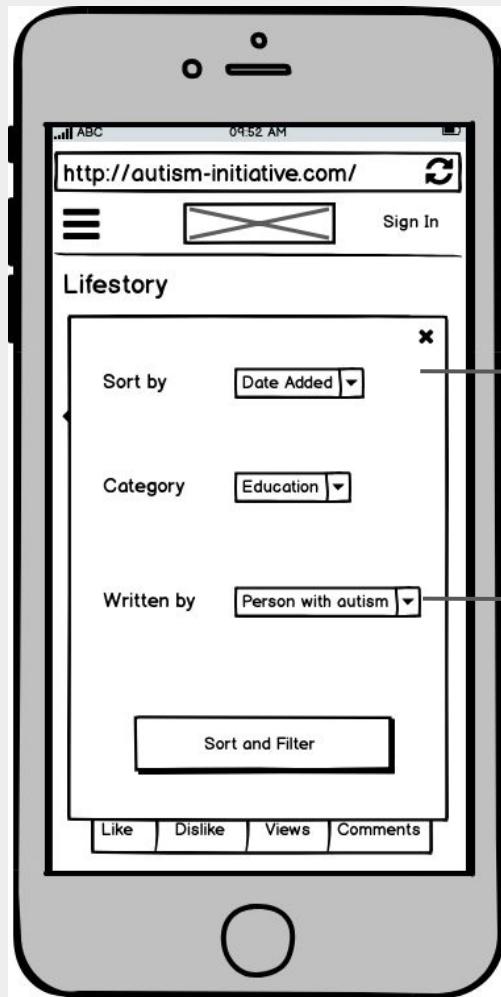
Education
Career
Public

Written by

A person with autism
A parent
A family member
A medical professional
A teacher
An employer

Sort and Filter

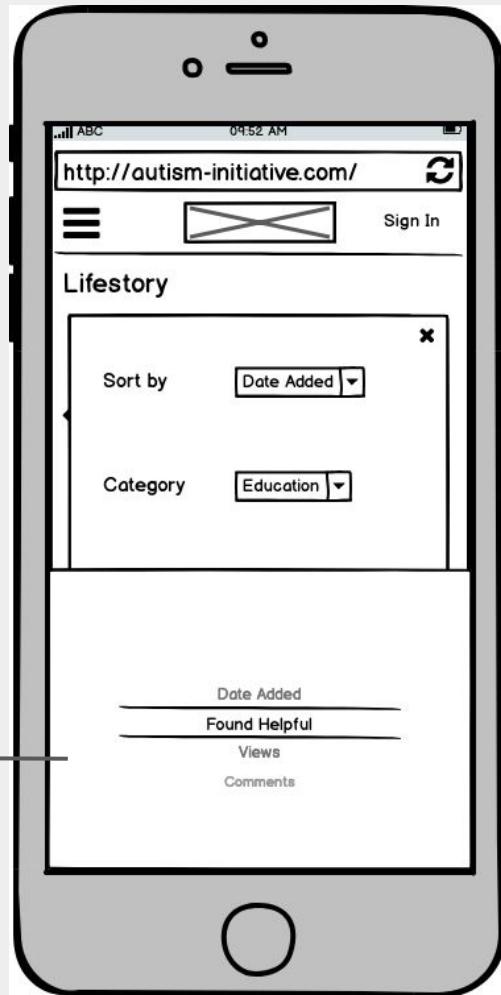




Popup for “Sort and Filter” function in mobile version

Drop down menu to select.

Scrollable picker for the drop down menu.

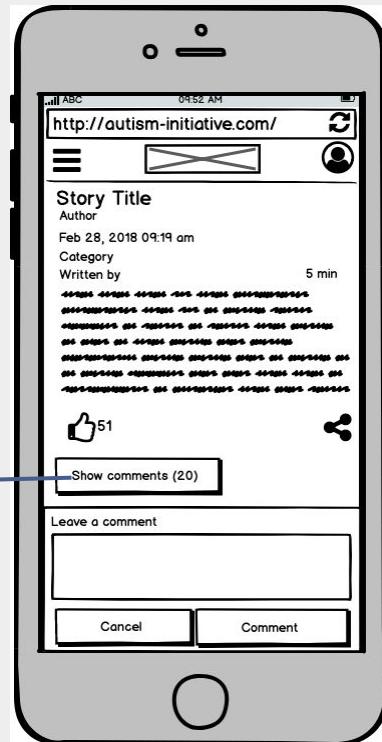


The screenshot shows a web browser window for the Autism Spectrum Initiative. The URL is <https://autism-initiative.com/get-involved/lifestory>. The page displays a story titled "Title" by "Author" on "Feb 28, 2018 09:19 am". The story is categorized as "Perspective" and has a duration of "5 min". Below the title is a large redacted text area. Underneath the text are social sharing icons for Facebook, Google+, Twitter, and LinkedIn, along with counts of 51 likes, 156 views, and 20 comments. A "Leave a comment" input field is present. At the bottom, a comment from "Accountname" is shown, timestamped "Feb 28, 2018 09:19 am", with a reply button.

Like function for the story.

Users can share the story to other social media websites.

Collapsible button to show or hide the comments for mobile version



Autism Spectrum Initiative

https://autism-initiative.com/

English Español 中文 Tiếng Việt

About Autism Services Resources Get Involved Support About Us Donate Cathy Search

Post New Story

Share your stories with the big family!

Category: Education
 Career
 Public

Written by: As a person with autism
 As a parent
 As a family member
 As a medical professional
 As a teacher

Title:

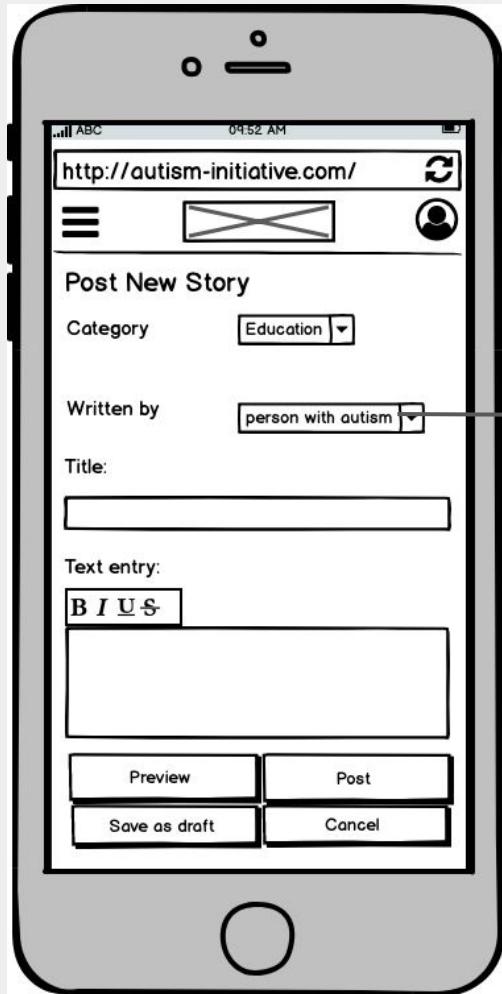
Text entry:

B I U S style

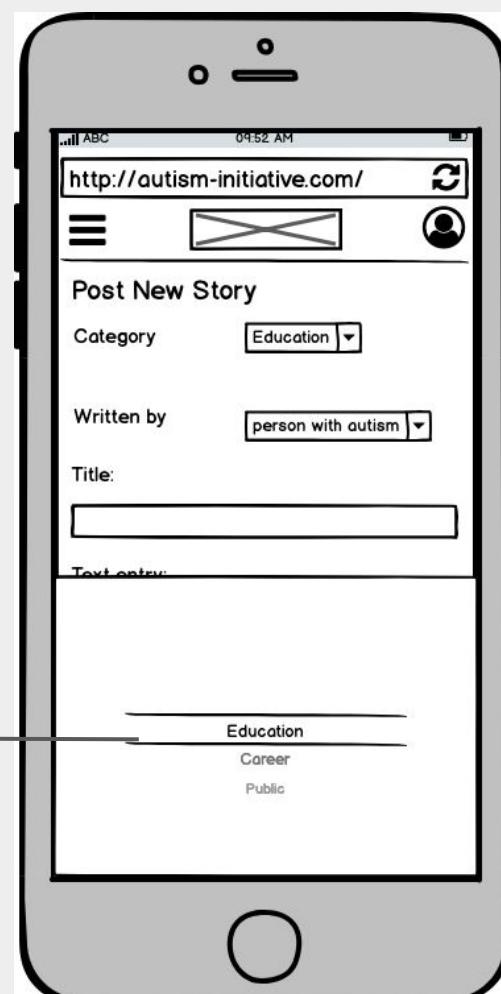
Preview Post Save as draft Cancel

Users can choose to preview, direct post, save the story in draft, or cancel posting the story.

Users can select what their stories are about and in what perspective they are writing the stories to categorize the story so other readers can sort and filter through their needs.



Drop down menu to select.



Scrollable picker for the drop down menu.

Forum Page

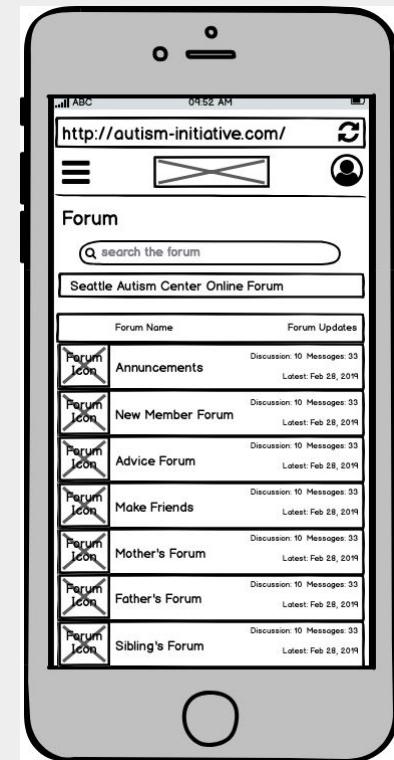
Variety of different forums.
Users can introduce themselves in the new member forum, can ask for advices in the Advice forum, can make friends with other users, or other specific forums

The screenshot shows a web browser window for the "Autism Spectrum Initiative" at the URL <https://autism-initiative.com/get-involved/lifescory>. The page title is "Forum". A search bar at the top right contains the placeholder "Search". Below it is a "Members Online Now" box showing "Total: 38 (Member: 34 Guest: 4)". On the left, there's a sidebar with "Community > Forum". The main content area displays a list of forums under the heading "Seattle Autism Center Online Forum". Each forum entry includes a small icon, the forum name, the number of discussions and messages, and the latest post information. To the right of this list are two columns: "New Posts" and "New Member Posts", each showing three recent posts with their titles and dates.

Forum Name	Lastest Discussion
Announcement	Discussions: 10 Messages: 33 Latest: Feb 28, 2019 10:28 pm
New Member Forum	Discussions: 10 Messages: 33 Latest: Feb 28, 2019 10:28 pm
Advice Forum	Discussions: 10 Messages: 33 Latest: Feb 28, 2019 10:28 pm
Make Friends	Discussions: 10 Messages: 33 Latest: Feb 28, 2019 10:28 pm
Mother's Forum	Discussions: 10 Messages: 33 Latest: Feb 28, 2019 10:28 pm
Father's Forum	Discussions: 10 Messages: 33 Latest: Feb 28, 2019 10:28 pm
Sibling's Forum	Discussions: 10 Messages: 33 Latest: Feb 28, 2019 10:28 pm
Grandparents' Forum	Discussions: 10 Messages: 33 Latest: Feb 28, 2019 10:28 pm
Teacher's Forum	Discussions: 10 Messages: 33 Latest: Feb 28, 2019 10:28 pm

New Posts	
document image	Post Title Feb 28, 2019 10:28 pm
document image	Post Title Feb 28, 2019 10:28 pm
document image	Post Title Feb 28, 2019 10:28 pm

New Member Posts	
document image	Post Title Feb 28, 2019 10:28 pm
document image	Post Title Feb 28, 2019 10:28 pm
document image	Post Title Feb 28, 2019 10:28 pm



Autism Spectrum Initiative

https://autism-initiative.com/get-involved/lifescory

English Español 中文 Tiếng Việt

About Autism Services Resources Get Involved Support About Us

Cathy

New Member Forum

Welcome to the community! Tell us a little about yourself!

search the forum

Page 1 of 35 1 2 3 ... Next Last

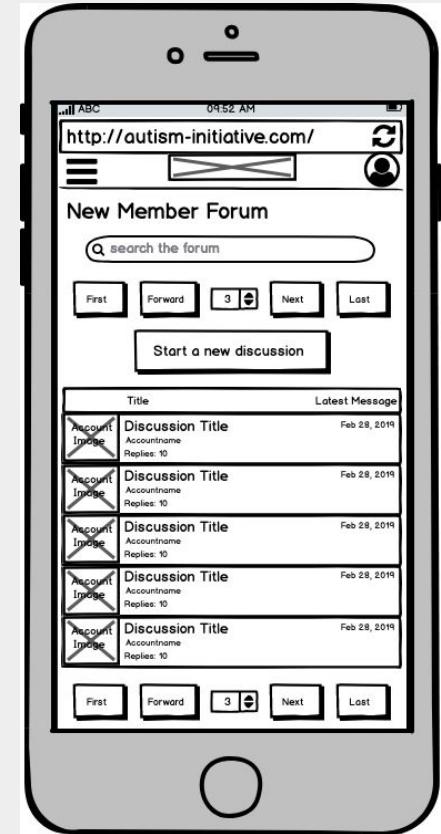
Start a new discussion

Title	Replies	Views	Latest comment
Account Image Title Posting Account Feb 28, 2019 10:28 pm	82	967	Posting Account Feb 28, 2019 10:28 pm
Account Image Title Posting Account Feb 28, 2019 10:28 pm	82	967	Posting Account Feb 28, 2019 10:28 pm
Account Image Title Posting Account Feb 28, 2019 10:28 pm	82	967	Posting Account Feb 28, 2019 10:28 pm
Account Image Title Posting Account Feb 28, 2019 10:28 pm	82	967	Posting Account Feb 28, 2019 10:28 pm
Account Image Title Posting Account Feb 28, 2019 10:28 pm	82	967	Posting Account Feb 28, 2019 10:28 pm
Account Image Title Posting Account Feb 28, 2019 10:28 pm	82	967	Posting Account Feb 28, 2019 10:28 pm
Account Image Title Posting Account Feb 28, 2019 10:28 pm	82	967	Posting Account Feb 28, 2019 10:28 pm
Account Image Title Posting Account Feb 28, 2019 10:28 pm	82	967	Posting Account Feb 28, 2019 10:28 pm

Page 1 of 35 1 2 3 ... Next Last

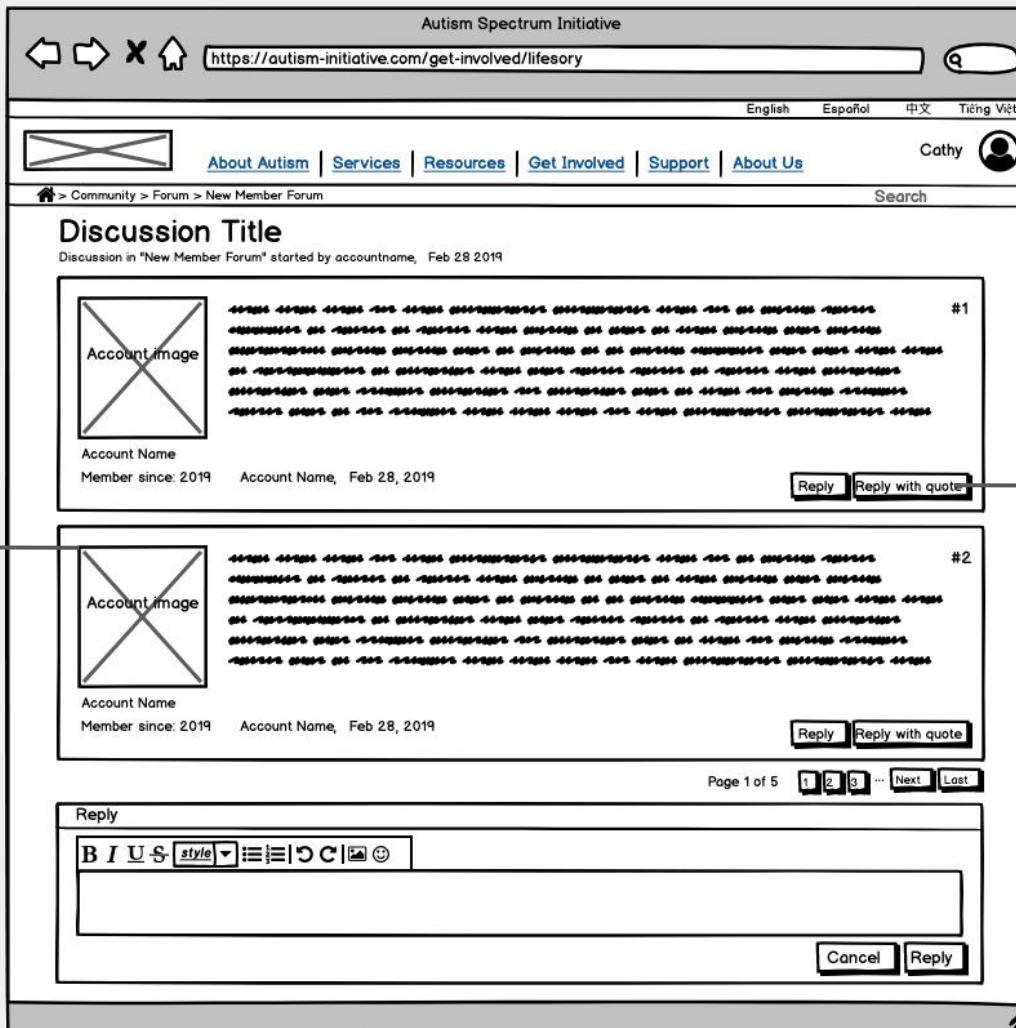
Start a new discussion

List of discussions started by the users, shows the current amount of replies, views, and the time of the latest comment.



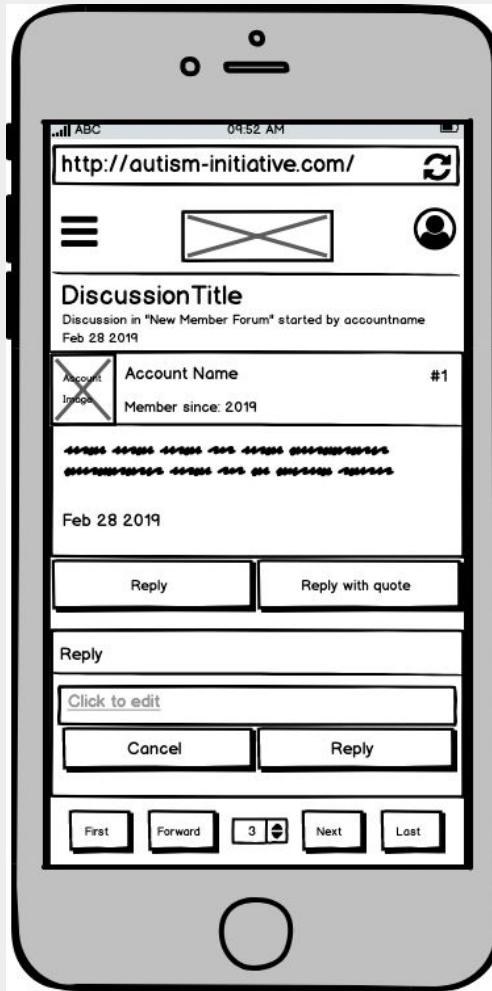
List of discussions started by the users, shows the current amount of replies, views, and the time of the latest comment.

Click the button to start new discussion in the specific forum.a

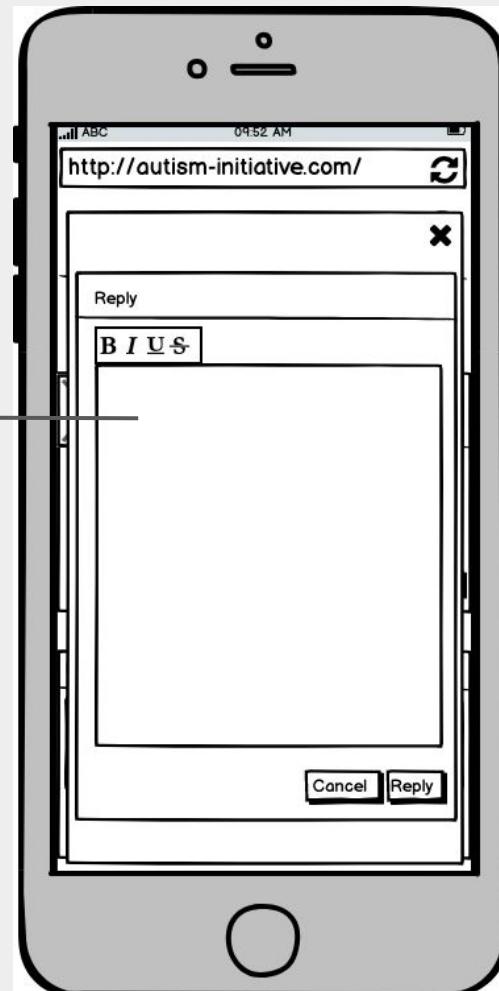


Thread of discussion.

Users can direct reply or reply with quote to the discussion thread.



Popup screen for reply



Autism Spectrum Initiative
<https://autism-initiative.com/>

English Español 中文 Tiếng Việt

About Autism Services Resources Get Involved Support About Us **Donate** Cathy

Community > Forum > New Member Forum Search

Start New Discussion in "New Member Forum"

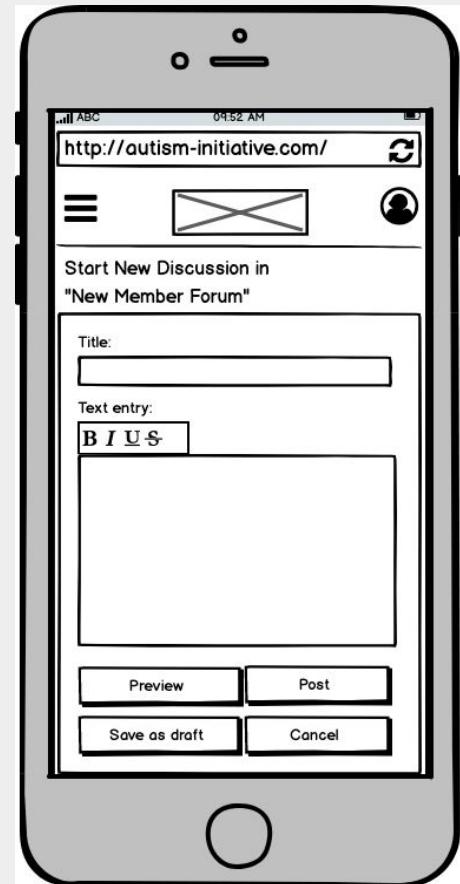
Title:

Text entry:

B I U S style

Users can choose to preview, direct post, save the discussion in draft, or cancel posting the discussion.

Preview Post Save as draft Cancel

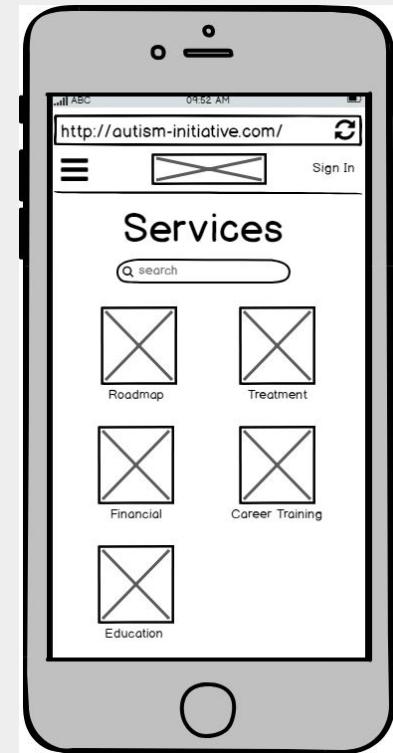


Services Page

Image and description and Services Provided by the company

The screenshot shows the 'Services' page of the Autism Spectrum Initiative website. At the top, there's a navigation bar with links for About Autism, Services, Resources, Get Involved, Support, About Us, and a 'Donate' button. A user profile for 'Cathy' is shown on the right. Below the navigation is a search bar. The main content area has a heading 'Services' and a search bar. It features five large square boxes arranged in two rows: 'Roadmap' (top left), 'Treatment' (top middle), 'Financial' (top right), 'Career Training' (bottom left), and 'Education' (bottom middle). Each box contains a large 'X' symbol. Below each box is a horizontal scroll bar with a 'More' link at the end.

Detailed description about the services



Roadmap Page



Roadmap

This section displays a large, empty rectangular area with a play button icon at the bottom, suggesting a video player or a placeholder for a video.

Timeline

This section shows a vertical timeline from Week 1 to Week 4. Each week is represented by a circle containing a small icon. The timeline includes the following details:

- Week 1:** UNDERSTAND Gather existing Knowledge. Includes a notepad icon and a list of items.
- Week 2:** COMMUNITY Meet the community. Includes a people icon and a list of items.
- Week 3:** APPOINTMENT 5 Appointments coming soon. Includes a person icon and a list of items.
- Week 4:** ACTIVITIES Planned activities for week 4. Includes a game controller icon and a list of items.

At the top of the timeline, there are dropdown menus for "Week", "Feb", and a calendar icon, along with a search bar.



Autism Spectrum Initiative
<https://autism-initiative.com/>

English Español 中文 Tieng Việt

About Autism Services Resources Get Involved Support About Us Cathy Wilson Search

Nav Bar >

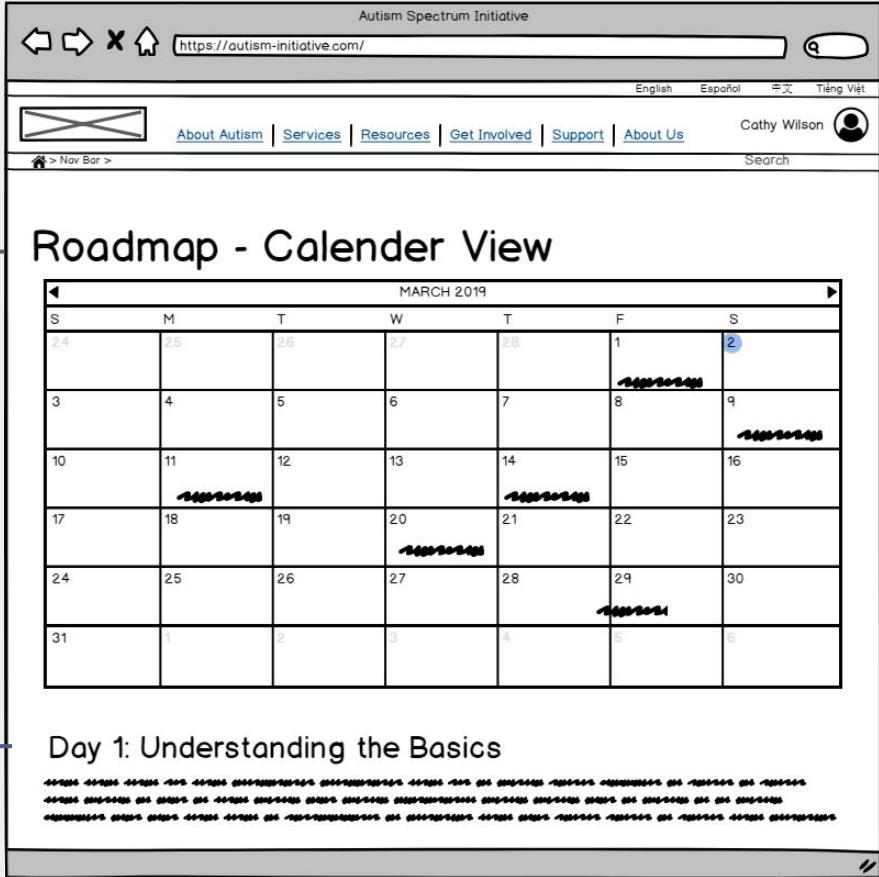
Roadmap - Calender View

MARCH 2019

S	M	T	W	T	F	S
24	25	26	27	28	1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31	1	2	3	4	5	6

Integrate with Google Calendar

Day 1: Understanding the Basics



Autism Spectrum Initiative

https://autism-initiative.com/

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About Autism Services Resources Get Involved Support About Us Cathy Wilson Search

Week 1 📅

UNDERSTAND

DAY 1 Checklist

DAY 2 Checklist

DAY 3 Checklist

DAY 4 Checklist

DAY 5 Checklist

DAY 6 Checklist

Month View

Week 1 Week 2 Week 3 Week 4 Week 5 Week 6

Disclosing weekly details

Details for each day in the week with checklist



Taxonom y

https://drive.google.com/open?id=13Fri9dn-IUJgU2C0gwkbv24u45NMGr2_fPfcI9bNwXQ

So, let's get started!

Appendix Section

User Persona

Productive Adult with Autism

"I want to be free of limitations imposed by autism and live my life to the fullest."



Name: Luis

Age: 24

Location: Seattle, WA

Occupation: Student

Family: Unmarried, Parents,
No sibling

Optimistic

Career
focussed

Isolated

Bio

Luis is a senior at Seattle Pacific University studying engineering and will be graduating soon. He needed more years to graduate not because of his lack of abilities but because of social anxiety and depression resulting due to poor social skills. He struggled to explain his peer group about autism and the language barrier made it worse. He was a victim of bullying and had to take a break from college. However, his family helped him get back on track. Hence, he is excited to graduate and somewhat hopeful about the future.

User Needs

- Job opportunities for people with autism.
- Social events such as meetups for autism catered towards his age group.
- Dating opportunities.
- Positive stories of individuals with autism who made it in life.
- Spanish web portal which can be shown to others from his community.
- Career mentorship geared towards individuals with autism.
- Material about therapies on mental illnesses.

Pain Points

- Feels isolated socially and thinks online sources are insufficient to help him.
- Parents in late fifties struggling with technology and language barriers.
- Overcame depression and social anxiety to an extent but suffers from relapses.
- Strong career focus, but lack of guidance.

High school teacher of a student with autism

"I want to empower all my students irrespective of their challenges and help them succeed"



Bio

Jemma is a high school teacher at Rainier Beach High School who wants to help all her students succeed. She wants to learn more about autism so that she could help students in her class who are diagnosed with autism spectrum disorder. She has been having issues in teaching and understanding James, a 9th grade kid who has autism. She has been looking up various resources online but has been finding it difficult to find one. She also gets multiple requests from parents of kids like James on how should they deal with the various learning issues their child faces. Jemma has been trying to reach out to professionals who have deep knowledge in the learning methods of kids with autism and has found the experience to be difficult. She has also learnt through her own research that therapies could help kids with autism and wants to learn and incorporate some of them in her class time .

Name: Jemma Smith

Age: 35

Location: Seattle, WA

Occupation: Teacher

Family: Husband, 2 kids

Kind

Student centered

Social

User Needs

- An instructional portal on best teaching practices for kids with autism.
- Understanding of the learning methods , behavioural and thought tendencies of kids with autism.
- Networking opportunities with teachers who are certified instructors or State Certified Special Education Teachers who are trained in teaching kids with autism.
- Learning about therapies which could help her students with autism.
- Flnding Information about how to manage behaviour of kids with autism which could be challenging in a classroom environment.

Pain Points

- Dlficulty in finding resources on teaching kids with autism.
- Difficulty in getting students with autism to blend in with the class.
- Need to help parents of kids with autism on parenting and education.

Elder brother of low-functioning girl with autism

"I hope autism will go away so my family can finally have normal lives."



Name: Kenji

Age: 13

Location: Bellevue, WA

Occupation: Student

Family: Father, Mother,
autistic younger sister

Outgoing

Friendly

Independent

Private

Bio

Kenji is a 7th grade boy with a 9-year-old autistic younger sister who was diagnosed 4 years ago. He used to have a peaceful and normal young life, until his younger sister was diagnosed as low-functioning autistic. From then on, the everyday lives of his family were overturned entirely. His parents started to battle with autism and seldom had time for him anymore. He needed to help with not only general family chores but also how to care for his autistic sister. Kenji's friends in school do not understand why he rarely hangs out with them anymore and he is feeling especially lonely. He is not ashamed or burdened by his sister, but he just wishes autism never happened.

User Needs

- Learns how to help his parents take care of his autistic younger sister.
- Finds peers with similar family situation to share with and help each other through difficult times.
- Improves self-understanding about autism.
- Finds common ground with his autistic younger sister to have fun together.
- Learns how to advocate autism to peers.

Pain Points

- Does not currently have any friend that can relate to his difficulties.
- Has a hard time interacting with his autistic younger sister.
- Does not know how to care for sister when parents are unable to attend to her.
- Feels life is restricted due to family situation.
- Does not know how to make his current friends understand his difficulties.

Additional Wireframe

SignUp Pages

Progress
Bar

Autism Spectrum Initiative
<https://autism-initiative.com/>

English Espanol 中文 Tiếng Việt

About Autism Services Resources Get Involved Support About Us Donate Sign In

Profile Community Customize

First Name

Surname

Mobile

Email Address

Birthdate /

Gender Male Female



Progress
Bar

Autism Spectrum Initiative

https://autism-initiative.com/

English Español Tiếng Việt

About Autism Services Resources Get Involved Support About Us Donate Sign In

Profile Community Customize

Welcome, FirstName

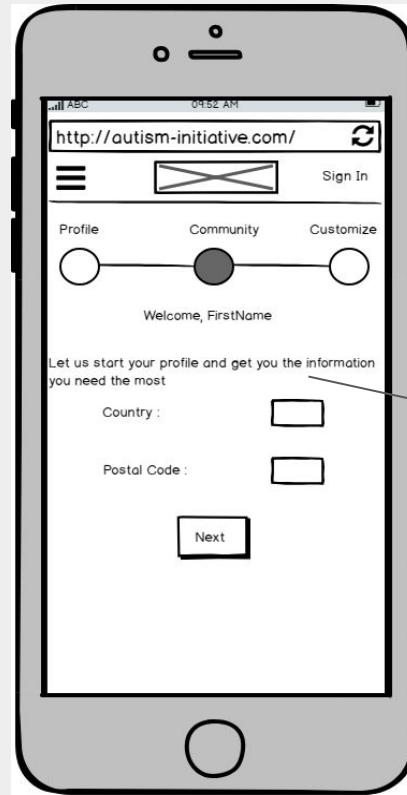
Let us start your profile and get you the information you need the most

Country

Postal Code

Next

Customizing experience as per country and area of residence



Customizing experience as per country and area of residence

Login Page

The diagram illustrates the user interface for signing in to the Autism Spectrum Initiative website, showing both a mobile phone screen and a desktop web browser window.

Mobile Phone Screen: On the left, a smartphone displays the URL <http://autism-initiative.com/>. The screen shows a sign-in form with fields for "Username / Email Address" and "Password", a "Remember Me" checkbox, and "Sign In", "Forgot password", and "Register" buttons.

Desktop Web Browser Screen: On the right, the website's homepage at <https://autism-initiative.com/> is shown. The header includes links for About Autism, Services, Resources, Get Involved, Support, About Us, and a "Donate" button. A "Sign In" link is also present in the header. The main content area features a "Username or email address" field, a "Password" field, a "Remember Me" checkbox, and "Sign In", "Forgot password", and "Register" buttons. The "Register" button is highlighted with a callout pointing to it from the mobile phone screen.

Annotations:

- Username textbox:** Points to the "Username or email address" field on the desktop screen.
- Password textbox:** Points to the "Password" field on the desktop screen.
- Signup option if not already signed up:** Points to the "Register" button on the desktop screen, which is also highlighted with a callout from the mobile phone screen.
- Signup option if not already signed up:** Points to the "Register" button on the mobile phone screen.

Signup option if not
already signed up

End of Appendix