

- want to connect to more families & make them feel understood
- They have personal story for starting this organization
- Their website does not look very helpful

• Family asking "how their children will improve their reading,

- want more support from donors, sponsors and society

• Other families struggling to find good support

Math, writing and social skills?

• Parents worried about their children's fear & behaviours

• Speech therapist saying "yes they can help"

Think/  
feel

Reach  
Autism  
Learning

• their current website is very basic

See • website that is hard to update

• Volunteers see no clear way to signup

• Competitors have better website.

Says

• wants to help families

• What they're doing is unique & huge challenge

• They work with children (4-17) age.

• They help children & parents with providing right resources/ tools.

Pain

- they want to remove the picture from homepage
- donation from square app
- low traffic on website
- families don't know how to connect
- no mobile friendly website

Gain

- Professional + friendly website
- easy to maintain
- desktop + phone version
- Show the activities they do
- their services
- Volunteer page + social media icons
- "Who we are" page
- Want to show activities they offer