Autism Research with a Heart
Reimagining an Autism Research Website

UW READi Lab
University of Washington Research In Early Autism Detection & Intervention

Their Work Matters
Early intervention can change a child’s life

Their Mission
Research, training and support for the Autism community

The Opportunity
Re-architect the website to support their mission

The Method
Research target audience needs:
Meaningful content • Website traffic • Drive more exposure to lab offerings

Key Wireframes
About Us
Tips & Resources
Participate in a Study
Research Studies