

ID	Navigation	Page Title	URL	Content Type	Detailed Content Description	Comments & Recommendations
1	Home	Understood	https://www.understood.org/	Text, Images	<p>At the very top of the screen left to right: the logo is in top left (a hyperlink that will take a user to the homepage at any time from any screen - in this case we are at the homescreen and clicking it will load but the screen won't change as we are already at the home), menu is displayed in the top right corner with a hamburger symbol, a search icon, a profile icon, and a globe icon. There is also a EN/ES option (looks like it determines language of site), and lastly a button to "donate". All of these icons are linked to other areas of the site. Below is a "reduce motion" link. Below that is a large piece of text that is similar to the start of a User Story phrase, "I am a _____ (role) with _____ (aspect of neurodiversity)" next to a photo of a person. The photo is static but the frame is animated and moving. As you scroll down the role/aspect change in the phrase, and the photo changes to another person. The user can scroll through 5 of these examples and the final phrase says "I am understood." (core value proposition). Scrolling further down is a CTA "How can we help?"- it has a user story framework that is interactive offering dropdown selections for role and what the user wants help with. Below this is a button stating "start your journey". Scrolling further down is the sites mission statement with a button underneath stating "learn more", and brightly colored animated shapes start coming in from the corners of the page. As you continue scrolling the corner shapes now fill the screen creating background for 3 splash screen-type panels that feature text and illustrations with one short phrase on each panel. These phrases are: "We support the 1 in 5 Americans who learn and think differently. (learn more)", "We believe difference is our greatest strength. (learn more)", and "When we shape the world for difference, we all thrive. (learn more)" Below these three features is a space to sign up for their email list and a link to their ezine. Below that is "Helpful Guidance from Understood" with a subheading of "New articles" with three images that are interactive links to the three highlighted articles. These photos and the article titles are further explained through hyperlinks showing the keywords associated with the resource (ex: parenting, managing emotions, confidence and self-esteem, frustration). Below this area is another subheading "essential resource spotlight" with a specific tool featured with text about the tool, a photo of a child, and an option to "listen to this transcript" with a button underneath to "explore takeN.O.T.E." Below this is a statement "Did you know we have a community app for parents?" with a button "Learn more about Wunder" and then finally we are the bottom of the home page and there is the logo again, larger and central, still interactable. Below that spanning the page left to right is another menu of options: "Our Mission", "Our Story", "Our Team", "Our Partners", "Our Experts", "Join Our Team", "Media Center", "Donate", "Contact Us", "Privacy Policy", "Terms of Use", "Fundraising Disclosure", and "Sitemap". Directly under these links are the words "Follow Us" with 5 social media icon options (facebook, instagram, twitter, pinterest, and linkedin). At the very bottom of the page is copyright info, a statement about Understood.org's status as a "tax-exempt private operating foundation" and disclaimer that they do not offer medical or professional advice, nor diagnosis - simply information for educational purposes. Lastly they state that use of the site is subject to their terms of use and privacy policy (these are hyperlinks). Then a physical address for contact, and an email and phone for "media inquiries".</p>	<p>There is A LOT of info offered from the home page alone. I love the User Story format for a CTA. I'd like to do something similar. I also like that the user stories being presented show the range of neurodiverse individuals served through the site (gender, age, type of neurodiversity). It is very inclusive. Having the main features of the site show as a user scrolls continuously down the page could be both a plus or a minus for users. They will see features they may not explore through a hamburger style menu, but there is also a LONG way to scroll with a lot different info being presented. Overall there's a nice mix of text and imagery, animated features add interest, the text is large and short in content (accessibility is considered).</p>

2	Menu		https://www.understood.org/	Text	Hamburger menu pops out a side panel, so the url doesn't change. The logo is at the top, underneath is the language option again EN/ES (the page will translate into Spanish via Google translate if you click ES), then the larger headings are: Explore our resources, About Us, Blog, Partnerships, Donate. Then smaller subheadings below are: Join Our Team, Privacy Policy, Terms of Use, Fundraising disclosure, and Sitemap. The very bottom has a CTA "Because differences are our greatest strength" and a Donate button, with a link to "Why support Understood?".	
2.1	Explore our resources			Text	Still in the side panel, there is a drop down carat beside Explore our resources. Those listings include clickable links to: Content Library, How to spot signs in kids, Podcast	
2.2	About Us			Text	Still in the side panel, there is a drop down carat beside About Us. Those listings include clickable links to: Our mission, Our leadership, How we started, Redefining accessibility, Media center	
3	Log in /Sign Up	Check In	https://www.understood.org/es-mx	Text	When a user clicks the person icon from the home page top right icon bar, a pop up to check in appears. A user can sign up with Google, Facebook, or Apple (listed in a column on the left), or "sign up using email" (on the right) with text boxes for email and password with "Create Account" button below. At the very bottom, in fine print, is a disclaimer/implied informed consent statement about their privacy policy as related to email communications.	I like that a user can explore the site resources before having to create an account. That said, the pop-up for check in may appear when any site resources are clicked on. We shall see.
3.1	Sign Up	Check In		Text	I selected quick sign up with my existing google account and it looks like I was immediately redirected to a user dashboard. The icon that showed a person at the top of the home page now has my google profile photo, to show me that I am logged in. If I tap my profile picture, I see a drop down with two options: Bookmarks and Log Out.	
4	Search		https://www.understood.org/es-mx	Text, Images	When a user clicks the magnifying glass icon from the home page top right icon bar, a search bar appears at the top of the home screen in what was previously blank space. Inside the search bar is the text "Example: I have difficulty concentrating..."	
4.1	Search Query		https://www.understood.org/search-results/v1/search?query=How+do+I+know+if+I+have+adult+ADHD%3F	Text, Images	I typed in a phrase to see what happens. "How do I know if I have adult ADHD?" then click the magnifying glass icon to start the search. At this point a user is taken to the main Search page, that has a header at the top and results are listed below. The header shows the menu bar again in the top right corner including: a profile/person icon, the magnifying glass (which is now greyed out as we are at the search page itself), and the hamburger menu, plus a donate button. The number of results is listed below. (68 results for my search criteria, which is written out for me again since the main search bar at the top of the search screen is blank again and waiting for a new search.) The search results then are listed with the resource title in large font and a fairly large image beside every result. For example, the user can only see 2 results without scrolling. The top result is "How ADHD is diagnosed in young adults and adults." Below the top search results is an option to "load more" and below that is a large image in what is really an extended footer with the invitation to "Stay informed" by signing up for weekly emails - with an text box to input email address above a "subscribe" button.	I think the photo associated with each resource listed in the search results is nice, to incorporate visual elements and break up text. Again, the font size is large, there is a lot of white space on the page at all times (inclusive accessible design) and the color palette is minimal. White, black text, some pink buttons for interaction with main page features (the magnifying glass and the donate button at the header). The results of the search seemed to do a good job at bringing me accurate resources.
4.2	Search Query (new)	Search	https://www.understood.org/search-results/v1/search?query=Podcast+for+adults+with+autism	Text, Images	I wanted to try one more search, this time trying to include a specific medium in the results of the search. I typed "podcasts for adults with autism" in the search bar, hit search, and I got 0 results.	Since I want users to be able to search for the medium that they prefer, I was curious to see if medium could be included in the search bar's keyword search function. It appears not. There are no other filters and most results appear to be articles, vs videos or audio content.

4.3	Search Result	Article Screen	https://www.understood.org/articles/en/how-adhd-is-diagnosed-after-high-school	Text, Images	<p>When I go back to my original search for "How do I know if I have adult ADHD?" and click on the first result, I am taken to the article's page. Below the header with standard menu features, I see the keywords that are associated with the article highlighted in pink squares that I could click. Below that is the title in large font. Below the title I see the author's name and photo, and some of the very large image associated with the article. To the right of the author's name/photo I have a horizontal menu bar of icons: a bookmark that says "save" when I hover, an envelope to "email" the article, two chain links to "copy link", a printer to "print", and a box w/ arrow coming from top right corner to "share" (I'm guessing to social media or in a different way than just emailing the article). Below this menu is a subheading that says "At a Glance" with three bullet points beneath highlighting the material I will find in the article. In this case: "many people aren't diagnosed with ADHD until adulthood.", "to be diagnosed with ADHD symptoms must have been present in childhood." and "an evaluation is the only way to find out if an adult has ADHD." This is the limit of what a user sees filling the screen. I can then scroll down if all is looking good, and read the full article below. At the end of the article suggestions for further reading are presented as hyperlinks. At the bottom of the article is another invitation to tell the site which topics interest the user, with several topics listed that the user can select to customize the information that may be saved and associated with their profile. Below that list of topics is a submit button that says "See your recommendations." At the very bottom of the page is an "about the author" sentence with her photo again, and a photo and name, plus qualifications sentence about who reviewed the article. Right below that is a "Did you find this article helpful?" prompt with two circles, one thumb up "yes", and one thumb down "no". Clicking the thumb up turns the image pink, but doesn't close the article or leave the page. Note: I saved this article with the bookmark icon so that I can explore the bookmark function after I save a few more articles.</p>	<p>I notice that mid-article there is an ad to the site's partner app "Wunder" (the community feature for parents). It was nice that there was only one ad to scroll past to continue reading the article. There were many lists and the article was fairly short content-wise. It was accessible to someone who may want to skim the information. The author name and bio sentence was nice, it looks like a user could click the author to search for more written by her. The reviewed by bio was also a nice feature to reassure users that all resource material is peer-reviewed to meet quality standards.</p>
4.4	Search Result	Results List	https://www.understood.org/search-results/v1/search?quer	Text, Images	<p>This time I searched for just the word "podcasts" still hoping I can narrow down information by medium. I see there are 33 results for that search term. I notice that of the first three results, the third result is in Spanish, despite the language option for the page set on EN. Beneath each article's title is a one sentence line describing the content material. The first result is about Understood's new podcast "The Opportunity Gap" which is focused on kids of color with Dyslexia and ADHD. If I scroll down to see the 4th and 5th results, the 5th result is an article listing 3 different podcasts that Understood has created on a podcast network ("In it", "How'd you get THAT job?!" and "ADHD Aha!" with a content teaser: "More than 70 million people in the United States have a learning or thinking difference. But so often..." There are 2 other spanish articles listed further down in the results.</p>	<p>The Spanish results shouldn't come up if we've selected EN as our language. That could be a turn off to a user who has to simply skip those articles.</p>
4.5	Search Result	Article Screen	https://www.understood.org/articles/en/understands-new-podcast-the-opportunity-gap-focuses-on-kids-of-color	Text	<p>To continue trying to find an actual podcast through the site, I selected the first result on the list. Once at this article's page, I see that this page doesn't have an image, and the menu to share, print, etc is located more centrally on the page with no author bio or photo. I saved this article with the bookmark icon, and then clicked one of the underlined hyperlinks in the first sentence to be directed to the actual Podcast "The Opportunity Gap".</p>	

4.6	Podcast Search Result		https://www.understood.org/podcast/the-opportunity-gap?sp=70fa7f86-ef32-452e-bfe2-ef08b7fdbab6.1646933314174	Text, Images	This podcast page has a large image with the logo of the podcast, plus a large title, then a short paragraph describing the podcast's focus. Below the paragraph is our horizontal menu slightly different this time (email, copy link, print, and share). Below this is a larger subheading "Listen and Subscribe" with three options underneath "Apple podcasts", "spotify", and "stitcher". If I click on one of these, a new tab open in my browser window with the podcast's info pulled up through the desired listening platform (https://podcasts.apple.com/us/podcast/the-opportunity-gap/id1594430326). From that new tab I can listen directly to podcast episodes. Back on the understood.org podcast search result page, I see a small arrow pointing to the left with the words "All Podcasts" below the logo in the upper left corner. I click that.	
5	Our Podcasts	Our Podcasts	https://www.understood.org/podcast	Text, Images	The title of the page is front and center with a brief description below "Real talk and personal stories for and from people who learn and think differently. Our podcasts bring new voices and perspectives you won't hear anywhere else. Dive into candid conversations on the topics that interest you." Below that I see my horizontal menu (to email, copy link, print, share), and below that the 4 podcasts that Understood has created are listed left to right with large images of their logo/branding.	The site obviously doesn't link to other podcasts or recommend other than its own. That could be frustrating for a user who needs/wants something outside the 4 main podcast topics.
6	How can we help		https://www.understood.org/	Text	The user story with interactive drop down menus gives options for role and what the user needs help around. Again the phrase reads "I am a (select role) who needs help with (behaviors), (learning), and (everyday skills)." with a submit button that says "Start your journey." This seems to allow a user to customize the site information to suit their needs.	Love the CTA, and the interactive user story. Also, from a business perspective, would be helpful for analytics of user data.
6.1	Selecting Role			Text	The options when I click on the role dropdown are: "a parent or caregiver", "an educator", "here for me". One I select an option, that user role is filled into the story statement for me.	I chose "here for me" to see what that will change in terms of what is presented to me.
6.2	Selecting Behaviors			Text	When the user clicks the behavior drop down a side panel overlay appears with a list of 10 behaviors. Each has an icon (+) to the left, and at the bottom of the panel an option to "save selections". There is an x at the top right to close the behaviors panel at any time. The 10 options are: managing emotions, frustration, avoiding and procrastinating, focus and attention, distraction, signs and symptoms, hyperactivity, stress and anxiety, following instructions, and root causes.	I selected "managing emotions" and "stress and anxiety" and those are also filled in to the story phrase with a ... to show that I've selected multiple.
6.3	Selecting Learning			Text	When the user clicks the learning drop down a side panel overlay appears with a list of 5 learning options. The x to exit and save selection buttons are the same. The 5 options are: Distance learning, school struggles, reading and writing, math, school supports.	I selected "school supports".
6.4	Selecting Everyday skills			Text	When the user clicks the everyday skills drop down a side panel overlay appears with a list of 7 options. The x to exit and save selection buttons are the same. The 7 options are: Confidence and self-esteem, talking and understanding, COVID, Social skills, On the job, Staying Organized, Strategies and tips.	I selected "staying organized".

	7 Start my Journey	My Library	https://www.understood.org/hub?topics=5GagnB0yIHf8VIG76kMAWx&topics=7ebQ8HKcb aNAHbYGO3831O&topics=4D9axP4GSCgM5bAylQnR3h&topics=339927xed84Fypdm6ZDVBm	Text, Images	<p>The page welcomes the user to their library "selected for you based on your interests", there's a large image of a woman and child, which looks connected to an article front and center that is titled "Why kids act out", with a small paragraph below that explains briefly the content I would find in the article if I click the title link or the large image of the woman and child. There are two other article titles with corresponding images smaller below the first suggested resource. Then, continuing to scroll down, there now are categories of "Read" "Listen" and "Watch" with three images side by side left to right, each associated with a resource title/link, for each category. The user is not able to click on Listen or Watch to filter resources by medium. Below that is an area to "explore topics" and the behaviors, learning, and everyday skills are listed again there in one area. Below that is another invitation to explore the parent community app "Wunder". Back at the top of the screen, the user sees a side panel on the right of the first article suggestion. It has a heading of "My stuff". Below that heading are the words "Jump back in" and an article link to "What is neurodiversity?". It looks like the site is remembering that I searched once for that definition, although I've searched 2 other phrases today that are not listed... Below that, there is an invitation to "Create an account to save your library!" and below that a list of "Topics I am following" - these are the items that I selected in the dropdown menus/panels for behaviors, learning, and everyday skills. Below them is a button to "update your topics".</p> <p>The content looks great, however either I confused the site's algorithms by saying I was here for me but wanted advice on behaviors commonly seen in children, or (similarly to reports I received in my user interviews) the available resources are predominantly focused on caregivers/educators who are assisting children with neurodiversity. Again sizing of font and overall page layout is very large which makes what the user can see on any given screen minimal. Nice for users who may be overwhelmed by small text or text-heavy layout.</p>
7.1	My Library		https://www.understood.org/hub?topics=7okNEuBZmxZw9iDDEFXQ6Xy&topics=6YMSywcSqlVYr6YwAwmKaJ	Text, Images	<p>The My Library screen gets a lot more complicated once you are signed in. At the very top is the topics selection grouped under the heading "Tell us what interests you" with 24 options listed and the user has to scroll just to see them all. It feels like too much! After the user has scrolled past that, the next heading is "Recommended for you" in huge font at the top of the screen with a huge image attached to the top article recommended, with a side panel of another list of articles running down the right side of the page. Below that I see a bar across the screen stating "You're following 2 topics" with subheadings below, each with photos, text, and interactive options. Those are: "At a glance" "Explore Further" "From our community" "saved for later" and "What's trending". It all looks a lot busier text and font wise than the entire rest of the site. I had also saved some articles and they aren't visible anywhere. The "saved for later" area is blank.</p> <p>Busy, frustrating. Not well laid out. Not organized.</p>

8	Bookmarks	Bookmarks	https://www.understood.org/bookmarks/1/bookmarks-no/16	Text, Images	<p>Main menu still runs along the top with the logo on left corner, and menu bar on right with donate button, now my profile photo, the magnifying glass icon, and the hamburger menu icon. Large heading says "Bookmarks" and beneath it a description "Bookmark an article for later reading and it will show up here." Since I haven't saved any articles yet, there are no other ways to interact with this page. (Note: The footer again offers an invitation to "Stay informed" with email sign up subscribe option.) When I tap the magnifying glass, the search bar at the top of the bookmark page, vs sending me somewhere else, at least until I hit search.</p>	<p>It's not really clear what I should do from here, since there are no saved resources. Since I am concerned with how the site might assist a user in organizing saved resources, I will go back to the search icon at the top of the screen to search and save a few articles, then come back to see what has changed. **There were errors saving the articles, and even though I had selected to save them, they did not show in My Library's saved area later. Finally, I was able to get one to show in saved, but the next one I saved did not appear there. Once I finally had a few articles in the bookmarks area, I found these were not organized in any way, and if I had saved more than a handful, I could struggle to find the right article/resource again easily. Having subcategories and site assistance to organize resources if there will be many, would be a huge help to users.</p>
9	Onboarding	Email	Emailed to my google acct associated with sign up	Text, Images	<p>**I found an email waiting me for at the email address that was associated with my sign up information and this offered more of the onboarding experience than I found anywhere else on the site. The subject was "Welcome to Understood, personalized for you" with a large image of a family holding devices in front of a laptop, and this paragraph with invitation: "Now that you've signed up, it's time to explore your personalized content and choose your email preferences. From quick tips and deeper dives on topics you care about to first-person stories from people who've been there — make your space at Understood truly yours." Below that is a button to click to sign up for emails.</p>	<p>It might be helpful to have some of this onboarding experience happen in a way that is more focused than what the user can explore simply clicking around the home page.</p>