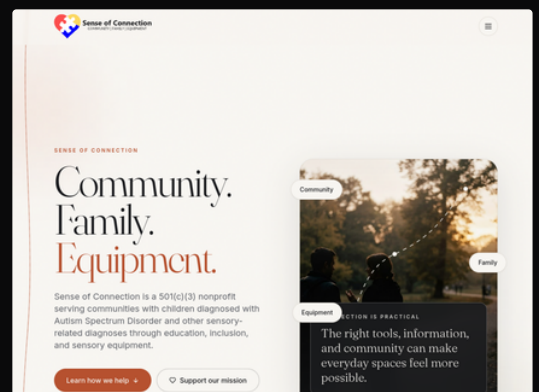


Sense of Connection

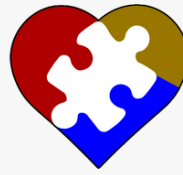
Turning a nonprofit mission into a clearer, more maintainable digital experience.

PULSE MARKETING GROUP

Strategy, information architecture, nonprofit website redesign, platform migration, responsive UX, and action-path planning.



A clearer digital home for a sensitive mission.



Sense of Connection
COMMUNITY | FAMILY | EQUIPMENT

OPPORTUNITY

Reframe the site around trust, mission clarity, and action while preserving the organization's core pillars and moving to a platform that is easier to evolve.

Sense of Connection serves families and communities supporting children with Autism Spectrum Disorder and other sensory-related diagnoses. The existing site held the core story, but it needed a clearer, more modern, and more maintainable foundation.

PROBLEM 01

Mission story needed clearer hierarchy

PROBLEM 02

Action paths needed more focus

PROBLEM 03

Legacy platform limited iteration

Make the mission easier to understand, trust, and support.

Preserve the organization's community, family and education, and sensory equipment pillars while simplifying the visitor journey, strengthening calls to action, and rebuilding the site on a more flexible foundation.

01 / STORY

Mission clarity

Translate a complex, sensitive nonprofit mission into a calmer and more understandable website journey.

02 / EXPERIENCE

Action paths

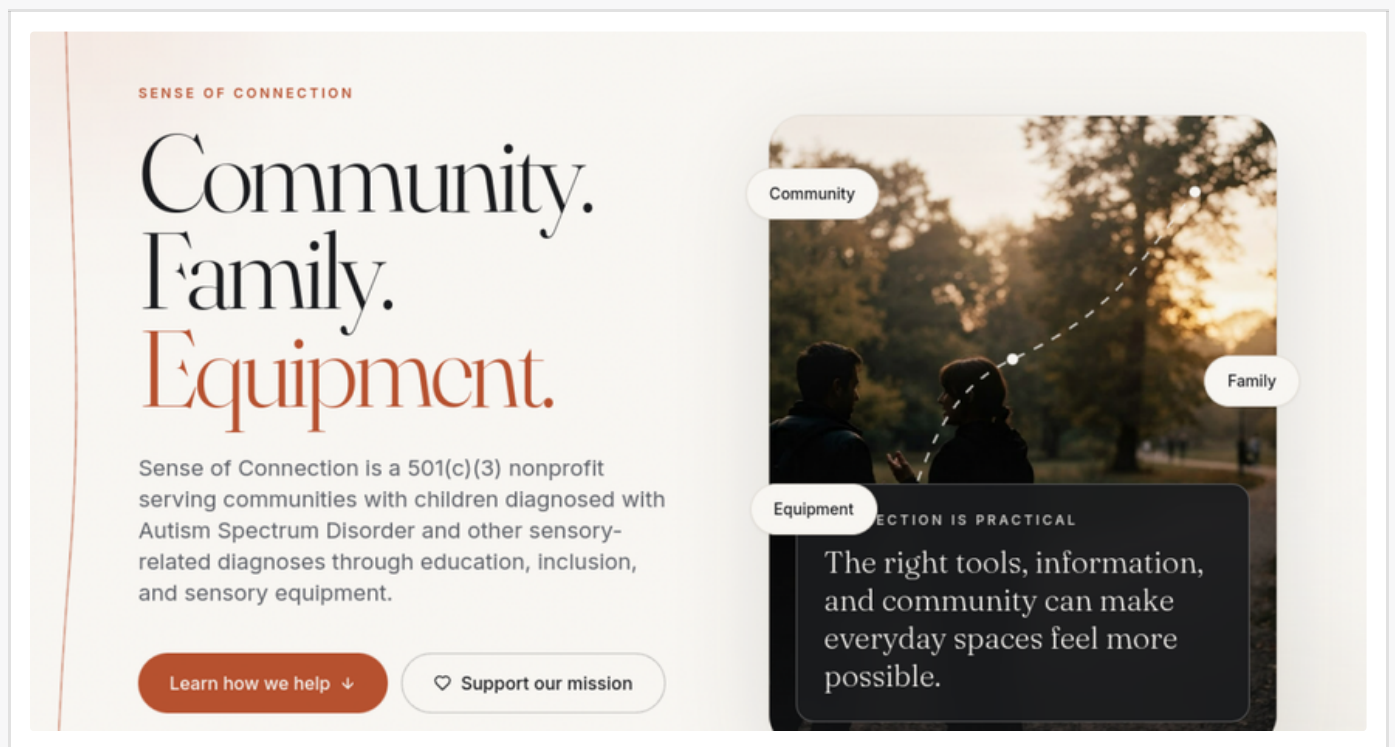
Make the next step clearer for families, supporters, volunteers, and community partners.

03 / PLATFORM

Maintainability

Move from the legacy website to a more flexible foundation so the organization can evolve the experience more easily over time.

A nonprofit redesign built around trust, clarity, and future maintainability.



WEBSITE

A redesigned information structure for mission, community, family/education, sensory equipment, and support paths.

MIGRATION

A move from the legacy experience to a cleaner, more flexible publishing foundation.

RESPONSIVE UX

A cleaner system intended to work across desktop and mobile while keeping the mission front and center.

The redesign had to support the mission, not compete with it.



COMMUNITY STORY



FAMILY STORY

01

Mission clarity

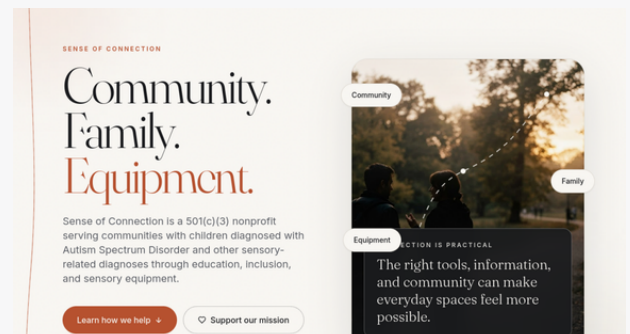
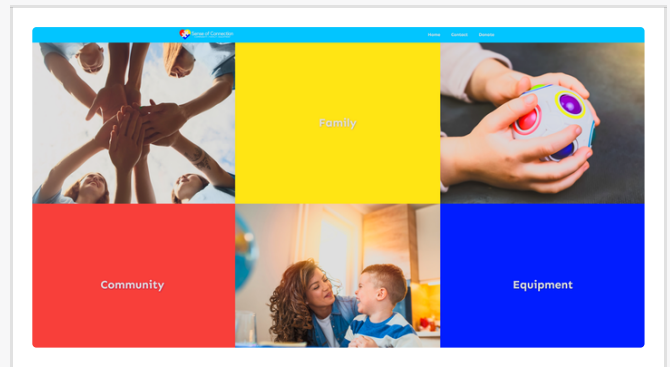
02

Family + education

03

Sensory resources

From legacy site to a clearer digital experience.



The redesign turns a dense legacy experience into a clearer hierarchy with stronger support paths and a responsive experience across desktop and mobile.

BEFORE

Legacy website

AFTER

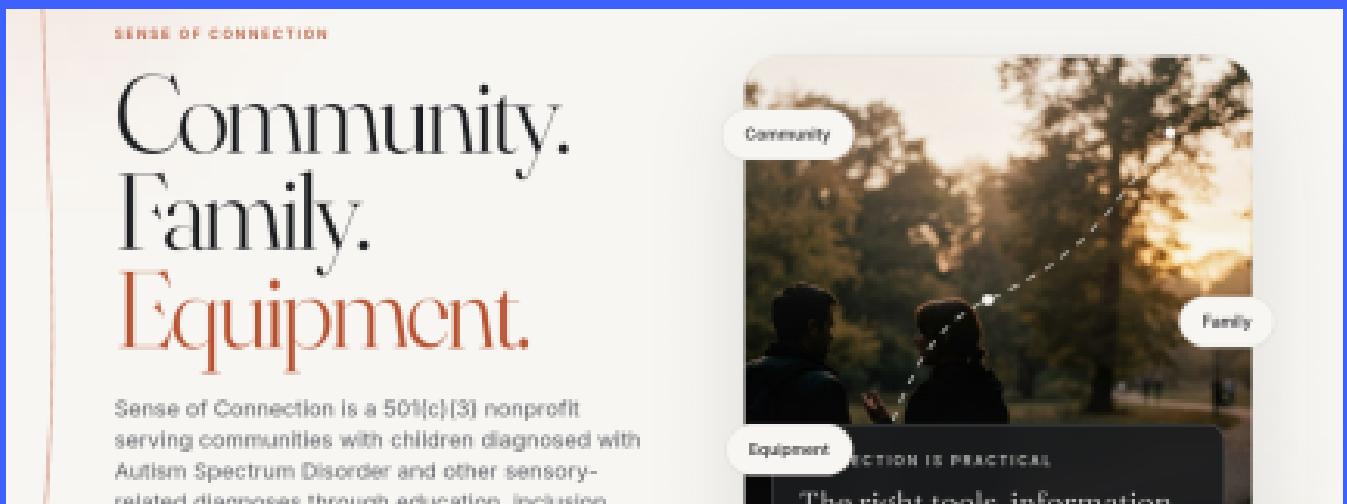
Live redesign

EXPERIENCE

Desktop + mobile

LAUNCHED.

The redesign is complete and live. The visible transformation is the proof: clearer hierarchy, stronger action paths, and a more maintainable experience.



VERIFIED

Before-state documented

The previous website is documented as a clear before-state for the redesign.

VERIFIED

Redesign launched

The new site is live on a more flexible, maintainable foundation.

VERIFIED

Responsive experience

Desktop and mobile after-states show a consistent experience with clearer paths to understand and support the mission.

Need a website that is easier to manage - and easier for people to act on?

Talk to Pulse.

