

Florida Energy

Objectives/Purpose

The objective of this redesign is to provide a more streamlined, easier to navigate, and updated Florida Energy site with modern aesthetics including color, layout and functionality.

State of Current Site

Accessibility Audit:

Tested Accessibility using achecker.ca, found the following:

Known Problems:

-Missing alt text elements: line 311/Column 80, line 256/Column 44, line 314/Column 1, line 315/column 109, Line 248/column 129, line 249/column 62, and line 341/column 111

-Create content that can be presented in different ways, ie simpler layout that conforms more to a traditional graphic design grid

-Make site easier for users to see and hear content that will include separating foreground and background

-Use better color contrasts, overall light text on dark background seems to be the popular choice for those who are blind/low vision when visiting websites. achecker.ca recommend using a contrast ratio of 4.5:1 for standard text or 3:1 for larger text. It also suggests color on active link text vs background isn't sufficient.

-Has invalid language code and suggests adding "a valid 2 or 3 letter language code as defined in ISO 639 specs to HTML 'lang' attribute..."

Would also be nice to have a word or text document included where there are documents attached as PDFs are not Screen Reader friendly.

Mobile Friendliness:

Testing this on iphone 7+ using Safari:

-Not a mobile responsive website, does not adjust to "fit my screen."

-Text is tiny and when double tapping to increase font size it still leaves parts of the site cut off so that you must scroll around to get to images, text, or links you're looking for.

Performance:

First tested using gtmetrix.com , found the following results:

Negatives:

-Page speed score: 66% (avg is 71%)

-YSlow Score: 68% (avg is 69%)

-Doesn't leverage browser caching

-1.2MiB of Javascript is parsed during initial page load

-Resize images by 20% to optimize page loading

Positives:

- Fully Loaded Time: 3.3 seconds (avg 6.5s)
- Total Page Size: 1.21 MB (avg is 2.87)

Then tested using Google's PageSpeed Tool:

Mobile Info:

- Speed: unavailable
- Optimization: low

Suggestions: reduce server response time, eliminate render-blocking JavaScript and CSS in above-the-fold content, leverage browser caching, optimize images

Desktop info:

- Speed: unavailable
- Optimization: 65/100
- Leverage browser caching
- Optimize images
- Eliminate render-blocking JS and CSS
- Minify CSS
- Minify JS

Functionality

- Broken link: Clicking on Download Brochure on the home page will get you a HTTP Error 404, request source not found message.
- Button Links in footer that link to partner universities are awkward in that you have to hover over the logo of the uni before it's clickable. If using buttons like this, imo as much of the button should be clickable as possible

Ease of Use

So far easy to use. Has easy layout, things seem in mostly logical locations. Would be nice to have side nav be in alphabetical order.

User Research

Who would use this site?

- Government agencies
- Architects
- General Florida citizens
- Homeowners looking for energy efficient items
- University staff
- Environmental Researchers
- Students doing project research

Ages? Seems most likely people ages 21 to 55

Gender? Not gender specific

Device Support Necessary

- Will need to be compatible with:
 - All Smartphones (esp Samsung and iPhone)
 - Windows and Mac

- Across browser support is necessary, but it seems Chrome, Firefox, Explorer, and Safari are the top most used sites, so will likely need to have most functionality in those browsers.

Recommendations/

Deliverables:

- Update/Fix Navigation bar:
 - space links closer together, change colors to be consistent (as it is right now there are 5 links in yellow and 3 links in orange)
 - this makes it difficult to determine which section you've clicked on,
 - color change recommend doing white/light color on darker background.
- Make sure all links are updated and working
- Make site responsive-update code using a responsive Flex Grid design
- Adhere to grid more-make a modern layout using modern color schemes
- Make sure all images have alt text where possible