Objective/Purpose: The objective is to have an easily navigable website that looks professional and is also informational for academic and research purposes.

Current State of Site: Current site is not responsive to smaller screen sizes and not mobile friendly. It is easy to get lost in the labyrinth of navigation and sub-navigation, making it difficult to find the right page.

Site optimization could be improved as [PageSpeed](#) gave a grade of Medium (60/100)

[Web Page Test](#) graded the site as follows:

First Byte Time: D (65/100)

Compress Images: C (76/100)

Use Progressive JPEGs: (16/100)

Leverage Browser Caching of Static Assets: F (12/100)

Use a CDN For All Assets: (23/100)

[Pingdom](#) gave the site a performance grade of C (70)

User Research:

	Audience attributes	*Example characteristics and scenarios*	Your audiences' characteristics & scenarios	Impact H, M, L
Who	Age and age groups	*children, teenagers, baby-boomers, young adults, over 65, in their thirties*	18-65	H
	Personal life-style	*resident, parent, single-parent, person with a disability, retired, tourist, Y-generation, school student, university student, migrant*	University Students and Professors	H
	Gender	*mostly male, mostly female or both in equal numbers*	Mostly male	M
	Language	*English as first language, English as a second language*	English as first language and English as second language/Spanish as first language	M
	Education	*school, college, university, post-graduate*	University	M

	Learning preferences	*practical demonstrations, learns by example, likes to know the theory, free-thinker, images rather than text, systematic learner, task-oriented, left-brain vs right-brain*	Practical demonstrations	M
	Work attributes	*employee, home duties, shift-worker, academic, professional, business owner, executive, carer, unemployed, volunteer, specific industry sector*	Academic, professional, student	M
	Expectations	*what they expect based on their experience with similar websites*	A professional and informative website	H
	Existing knowledge	*how much they already know about the content, product, service*	Some knowledge to expert	M
	Web and computer experience	*none, low, medium, high*	Medium to high	H
How	On what device they will read it	*PC, handheld device, large monitor, small monitor*	Laptop, tablet	M
	Internet connection speed	*fast broadband, standard broadband, slow*	Fast broadband	M
Where	User's location	*local, national, international – urban, regional, remote*	Regional, Florida	L
	Place where the page is read	*at home, school, work, public library, on the road, in the field, public places*	School, work, in the field	L
Why	Why users seek the content	*to be informed, complete a task, seek an answer, buy something, entertainment, training*	To be informed	M
	Importance of the content to them	*vital, useful, interesting*	useful	M
	How they found the page	*Google, link from other site, word-of-mouth, enewsletter link, found it accidentally*	Google, link from affiliated university	L
When	When it is read	*at work between 9am and 5pm, during a lunch-break, after the children are in bed, weekends, at night, early morning*	At work between 9 and 5	M

Recommendations: One simplified navigation menu, with dropdown options if necessary, this will be especially helpful on smaller devices.

Search bar should either be added to the menu or moved down as an aside.

Affiliations universities in footer should be redone, remove border and white background around logos. Links to social media pages and newsletter signup should be added to the footer on every page

Make page responsive to different screen sizes.

Use a more professional color scheme, perhaps analogous colors.

Language could be more effective.