1. **Discovery Phase**
   1. **Statement of Work**

This project is about redesigning and redeveloping the Florida Historical Society’s website. Main purpose of this website is to reorganize the overall architecture and site content by making it easily navigable for the users to browse the website on information they are searching for.

Meet the team: Michael Alfonso, Julian Guerrero, Marieshla Marshall, Larry Rodriguez, and Bailey Wright. Michael Alfonso's duty is responsiveness and mobile experience. Julian Guerrero duties will be marketing, graphic design, and social media. Marieshla Marshall will be in charge of UX design and will be helping Julian with the marketing. Larry Rodriguez duties will be budget planning, information architecture, and testing. Bailey Wright’s duties are User Interface

This project is both a redesign and redevelopment of an existing website. This is suited better as a website since it focuses primarily on historical data of Florida which also links to the other known affiliates of Florida Historical Society.

**Budget Plan:** [WebDev Budget Plan Group 9](https://docs.google.com/spreadsheets/d/17Hc3mSMaKpVz301FIGrdg9O65i3OSp13Jgr2gFyMl6s/edit?usp=sharing)

* 1. **Strategy Guide**

Our strategy is that we aim to create content that will attract, engage, and navigate users. To bring new users to the site and generate revenue for the Florida Historical Society. In order to do that we will need to approach different aspects of the site in order to assist the user without them getting lost while using the site. After we discover how to approach those different areas of the site content we will develop a wireframe to connect the website information architecture through visual design by displaying the paths between pages. After that is done we will build a Lofi prototype to see how it functions then we build the Hifi prototype once we figure out what we need to fix from the Lofi prototype.

In order to approach the information architecture, a Site Map should be formed in order to handle the page navigation and assist in the organization of website content. Unlike the existing website, there should be a single navigation bar that contains all the information the user will require for seamless exploration, but not in a way that is overbearing or containing too many branching paths as this can lead to an inaccessible experience. Additionally, when organizing the page contents, there should always be means to return to previous location or local contents so the user has multiple methods of exploring the website. This provides convenience for users and prevents dead ends.

Then we approach responsiveness (and by extension, the mobile experience), the website will be created for mobile view first and expand outwards after its initial structure has been completed. What this means in practice is to utilize changing font size, responsive images, and using smart grids to organize the information being translated regardless of page size. While the site in question does utilize grids in this regard, its content is not responsive and this leads to errors for mobile users. It is recommended to make wireframes/UX sketches regarding the webpage content organization for these viewing modes prior to beginning as to not design without a clear idea in mind.

Lastly we approach the social media of the website, we will be utilizing simple yet effective media buttons to link the website's existing social media (which are currently lacking on the website). This includes the “Florida Historical Society” Facebook, Youtube, and their public radio station (the following of which can be a link somewhere on the page). For at least the Facebook and Youtube social buttons, they should be located at the bottom of each page in a similar format other websites use with their contact information. This makes the content accessible and convenient for users.

**Marketing Plan:** [**https://miro.com/app/board/uXjVPVTsQmo=/?share\_link\_id=864387608682**](https://miro.com/app/board/uXjVPVTsQmo=/?share_link_id=864387608682)

* 1. **Content Analysis**

All the necessary site content and media that will be preserved is going to be the content that educates the public based on the preservation of Florida’s history through the collection of historical documents, photographs, videos, and events Florida Historical Society does. Specific recommendations or improvements to make on the content and media is to primarily reorganize the information architecture and keep everything up to date so that the page speed improves. Couple improvements to make is to make sure there is a call to action. For example, organize the e-commerce store and provide a sign up for an email list. Another improvement is to display their contact information prominently. This website is making their users hunt to figure out how to reach them. This website is text heavy based primarily because it is an education website, they do have images but they are very small and barely visible. Improvement to make on that aspect of the images is to break up big blocks of texts so it can be more inviting to visitors. The website is responsive but it needs to be adjusted, by developing it with a fluid grid and defining the typography. Another thing is to make sure there is an exit door for every page without the user getting lost. Now for the media portion of this website is to adjust the header by inputting a carousel of images, so the audience can visually see historical moments in Florida.

Condensing content shown on various pages is key to reorganizing the website’s content for improved functionality. While the content itself is necessary, much of its placement is often overly repetitive in their usage, from being unnecessary or unrelated to different content presented on their pages, to outright redundant due to certain extra, repetitive navigational features on screen, such as 3 links to the site’s shop, all set on one page. As the goal of the site as a whole is education and outreach, it's important to keep the content on said site concise, digestible, and easy to navigate as possible. The same could be said for nearly every page of the site marketing memberships, not only appearing in two different sections (its own container on the main grid and the website’s menus) but appearing on multiple pages that contain content totally unrelated to said memberships.