

FESC Redesign Proposal

FLORIDA ENERGY SYSTEMS CONSORTIUM REDESIGN



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The screenshot shows the FESC website with a header featuring the logo and tagline "Universities Addressing Florida's Energy Needs". The main navigation menu includes Home, FESC Research, Education, Outreach, User Facilities, Energy Industry, Advisory Board, and Contact Us. A banner at the top right indicates an event: "October 18-20, 2012 Westin Fort Lauderdale Beach Resort - Fort Lauderdale, Florida FloridaEnergySummit.com". Below the banner is a section titled "FESC Bringing Energy Solutions to Florida, On the Nation and the World". This section contains a detailed text about the consortium's mission and activities, mentioning its role in research, education, outreach, and industry engagement. It also highlights the "Florida Energy Systems Consortium" and "Florida Energy Summit" logos. At the bottom of the page is a footer with social media links (Facebook, Twitter, LinkedIn), a "Feedback" link, and a "Powered by WebAIM" logo.

REDESIGN OBJECTIVE

To evaluate the Florida Energy Systems Consortium website (FESC) and make sure that it corresponds to their mission statement and ideas. The goal is to propose a design that meets the current standard for an intuitive, accessible, and versatile website.

SITE EVALUATION TEST

ACCESSIBILITY

This test is based on the Web Content Accessibility Guidelines (WCAG) 2.0 for meeting the minimum requirement of accessibility. The browsers used for testing are Chrome and Firefox with wave.webaim.org as the testing tool.

Simplified Analysis

Principle 1: Perceivable - Information and user interface components must be presentable to users in ways they can perceive.

Some information are hard to read. Links are convoluted.

Principle 2: Operable -User interface components and navigation must be operable.

Some buttons don't link properly. The navigation is not user-friendly.

Principle 3: Understandable -Information and the operation of user interface must be understandable.

Too many information. It needs to be streamlined.

- Chrome testing results - wave.webaim.org
- Firefox testing results – wave.webaim.org

The screenshot shows the FESC website with the WAVE web accessibility evaluation tool overlay. The tool displays a summary of errors found: 10 Errors, 1 Alerts, 17 Peer Reviews, 11 Structural Elements, 1 HTML5 and ARIA, and 11 Content Errors. A panel options sidebar provides details about the errors found. The main content area of the website is visible, showing the FESC logo, tagline, and various menu items. A banner for the "FLORIDA ENERGY SUMMIT" is present, along with a photo of energy infrastructure and a download brochure button.

MOBILE RESPONSIVENESS

Evaluated using [Google Mobile Friendly Test](#). The full result of the test also includes source code and recommendations from Google Mobile Friendly Test: [FESC MOBILE TEST](#)

PERFORMANCE

The current FESC website have optimization and speed issues based on [PageSpeedInsight](#) and [KeyCDN.com](#) testing.

- KeyCDN.com results:
<https://tools.keycdn.com/speed?h=5b4bb8e297803268007877e2>
- PageSpeedInsights results for both mobile and desktop:
<https://developers.google.com/speed/pagespeed/insights/?url=http%3A%2F%2Ffloridaenergy.ufl.edu&tab=mobile>

RECOMMENDATION FOR IMPROVEMENT

- Evaluate server response time within different environment (consider internet speed of consumers).
- Eliminate render-blocking JavaScript and CSS in above-the-fold content (Optimization).
- Optimize images (try using lower dpi images or less png files unless it is necessary).

INTUITIVENESS AND FUNCTIONALITY

My recommendation is to test this in different platforms and browsers. The site is not very responsive especially in Firefox.

On mobile devices, some of the images and design elements do not resize to the device in use. There are also alignment issues and their pages are very busy, making navigation difficult.

[HTML W3C VALIDATOR](#) yields 34 errors and 25 warnings just in the Homepage.

PROPOSED USER EXPERIENCE TESTING

The goals of User Experience (UX) is to provide additional information on how consumers react and use the information in front of them when interacting with the FESC website on different devices and platforms.

DEVICE AND PLATFORM

- Many consumers prefer to access the website using their mobile device. Other consumers are more inclined to use wider monitors while accessing the information for research or educational purposes.

BROWSER

- Different browsers affect the usability of the FESC website. Having a clearer understanding of which is used more often can help mitigate some issues related to how responsive their website is. This website can provide statistic information www.statista.com.

CONNECTIVITY

- Considering the variety of different ISP providers and internet speeds could help when creating a updated more responsible design.

ACCESSIBILITY

- Based on the evaluation above, this is A MUST have for the FESC website to have a responsive design that accommodate different consumers.

HUMAN INTERACTION

- The FESC website can benefit from understanding their core consumer. By creating a simple prototype of their website (one or three pages), a developer can test and create reports on how their consumer is responding to some of the functionality and design information that their user is consuming. This will provide some insights into how to design the final product to improve the ease of use.

RECOMMENDATION

To anticipate the usage of both the general public and professional consumer, the following recommendations are provided for a responsive design:

- Redesign the logo to strengthen the brand and identity of FESC.
- Redesign the page layout and organize the information provided to meet the requirements for responsive design. This will ensure both the general public and professional consumers to have ease of use when interacting with the FESC website.
- Streamline the information written for easier reading and analysis.
- Create a cohesive design by conveying a specific theme and tone to make the website appealing and in line with their visual identity.
- Create the website to respond better for multiple devices and platforms.
- Continue to perform analysis on User Experience testing to improve accessibility, functionality, performance and intuitiveness of the website.

This method is more efficient because you are not separating the user base and accidentally creating two different designs.

The current FESC website is a static page with a header featuring the FESC logo and a search bar. The main content area includes a banner for the Florida Energy Summit, a photo of a power plant, and a video player. A sidebar on the left contains links for Home, FESC Research, Education, Outreach, User Facilities, Energy Industry, Advisory Board, and Contact Us. The footer features social media icons for Facebook, Twitter, and LinkedIn, along with logos for various Florida universities.

- The current FESC website is not inspiring or intuitive. It also lacks a cohesive design.
- It doesn't convey the message of **Renewable, Sustainable Energy**.
- The layout design needs to be clean and modern. The current layout looks dated and does not include responsive design.

The redesigned FESC website features a modern, clean design with a navigation bar at the top. The main content area includes a banner for the Florida Energy Summit, a photo of a power plant, and a video player. A sidebar on the left contains links for Home, FESC Research, Education, Outreach, User Facilities, Energy Industry, Advisory Board, and Contact Us. The footer features social media icons for Facebook, Twitter, and LinkedIn, along with logos for various Florida universities.

- There are many links on each page. If they decreased the volume of information and prioritized the information presented the site would be more accessible.
- The site uses color poorly, it has too many colors. By using a more limited color palette it can strengthen its brand cohesion.
- Affiliate links should have their own page with better images. It's makes the site look busy and doesn't add much value.

Autonomous Design

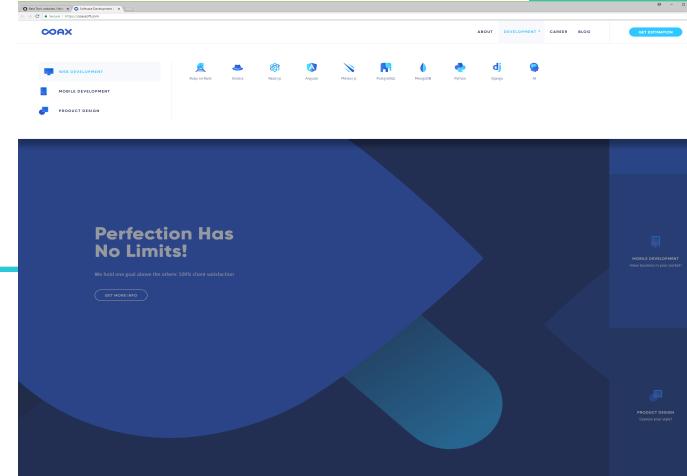
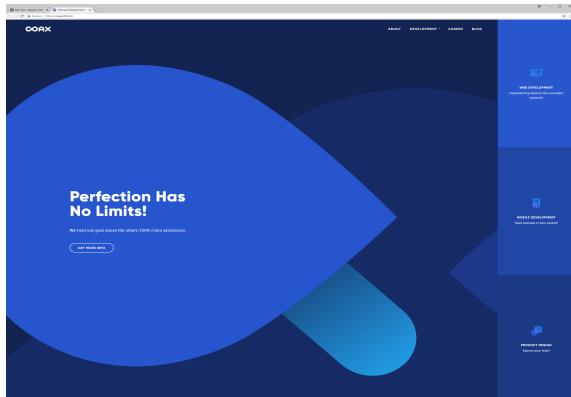
When starting a design, it's always good to have an idea of who your target audience is. But as the development progress, you need to start thinking about flexibility and how your design interact with the users and technology.

A great design should always be accessible to everyone. It should encourage the user to learn and navigate the website with ease.

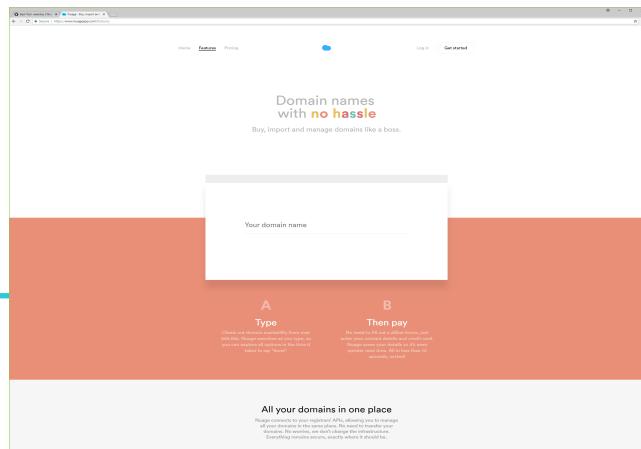
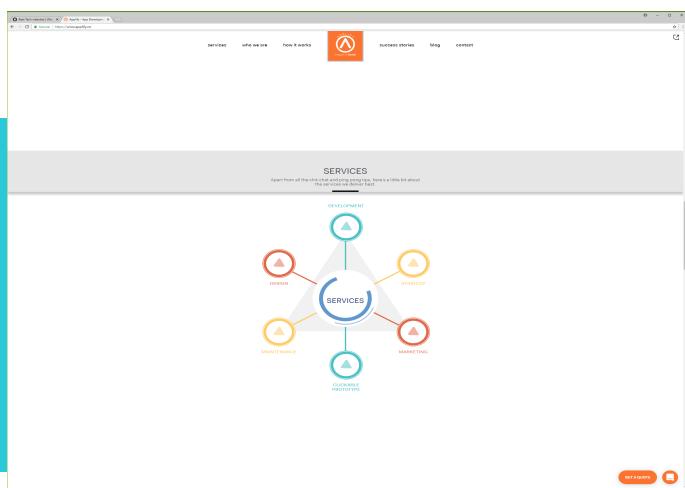
REFERENCES

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Below are some references that can inspire the new design for FESC website.

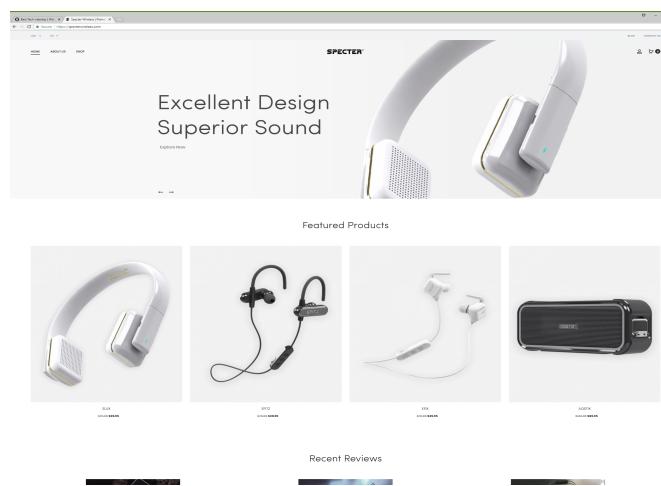


- Great use of monochromatic color palette.
- The design and layout are very playful, but still looks professional.
- The information are readable and simple.

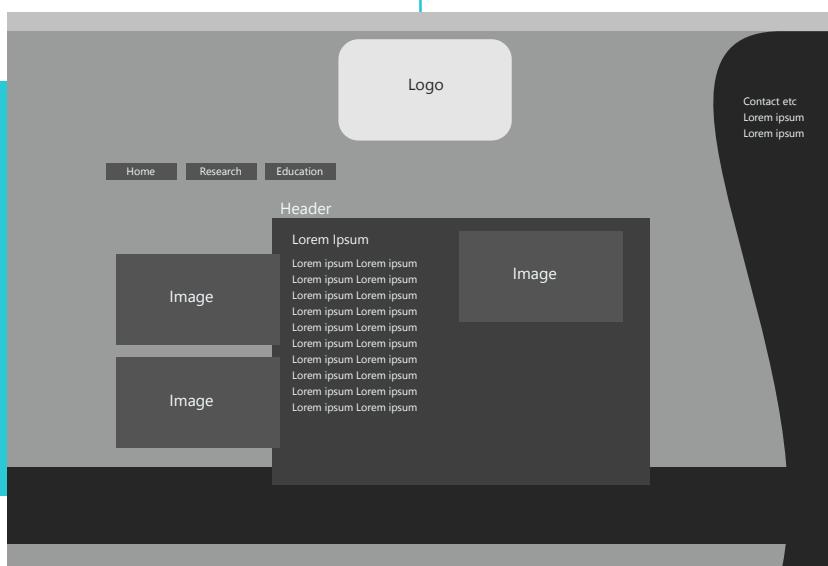
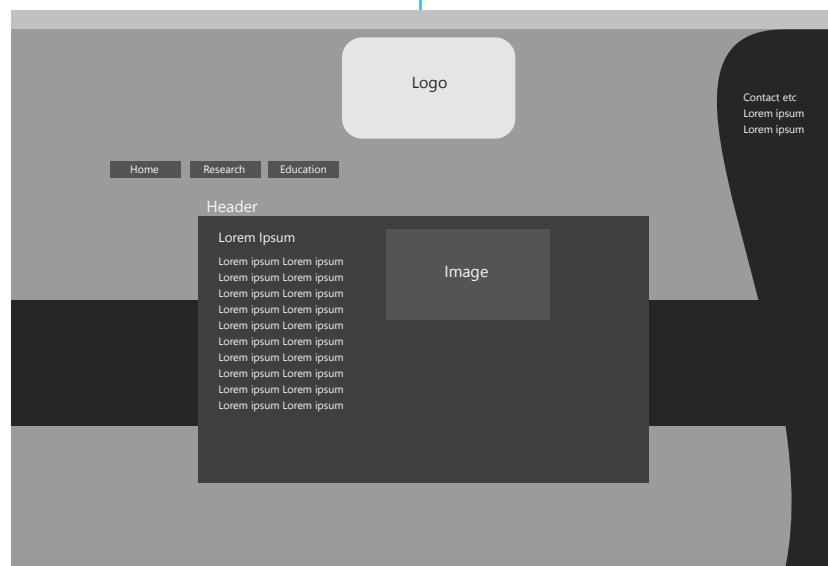
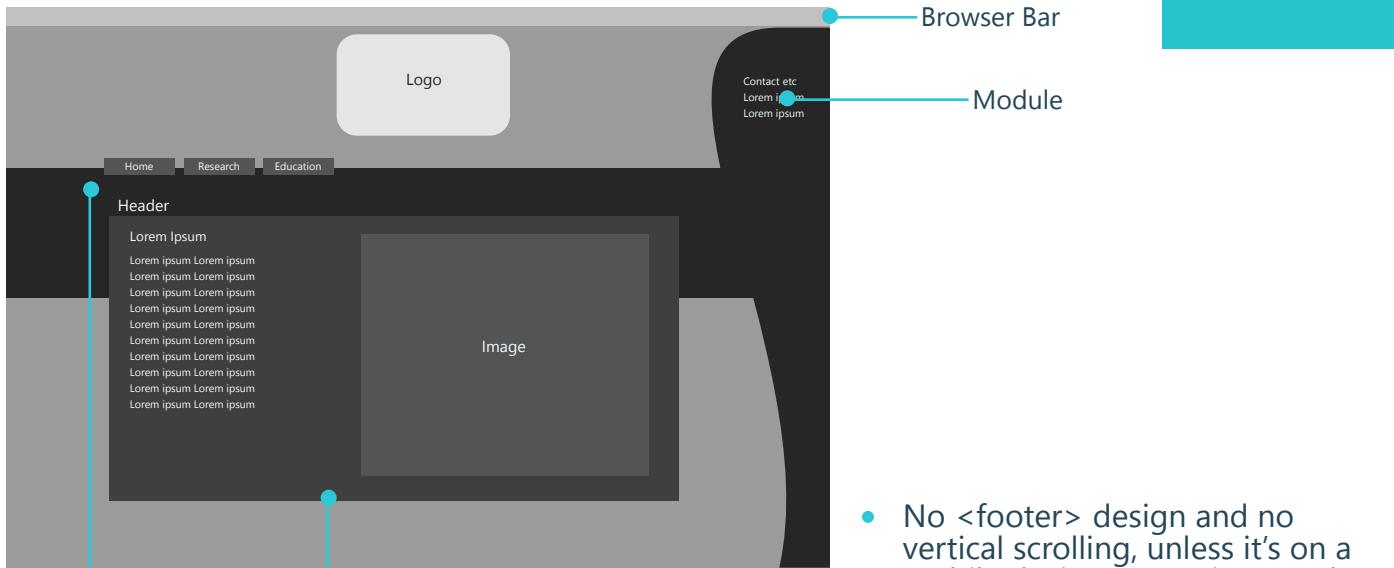


- Nice pastel color
- Very clean aesthetic. The placement of colors gives enough interest to eyes, but it's not overwhelming.

- Good use of white and grey.
- The design composition really helps showcase the products.
- Everything is self explanatory including the navigation. It's intuitive and responsive.

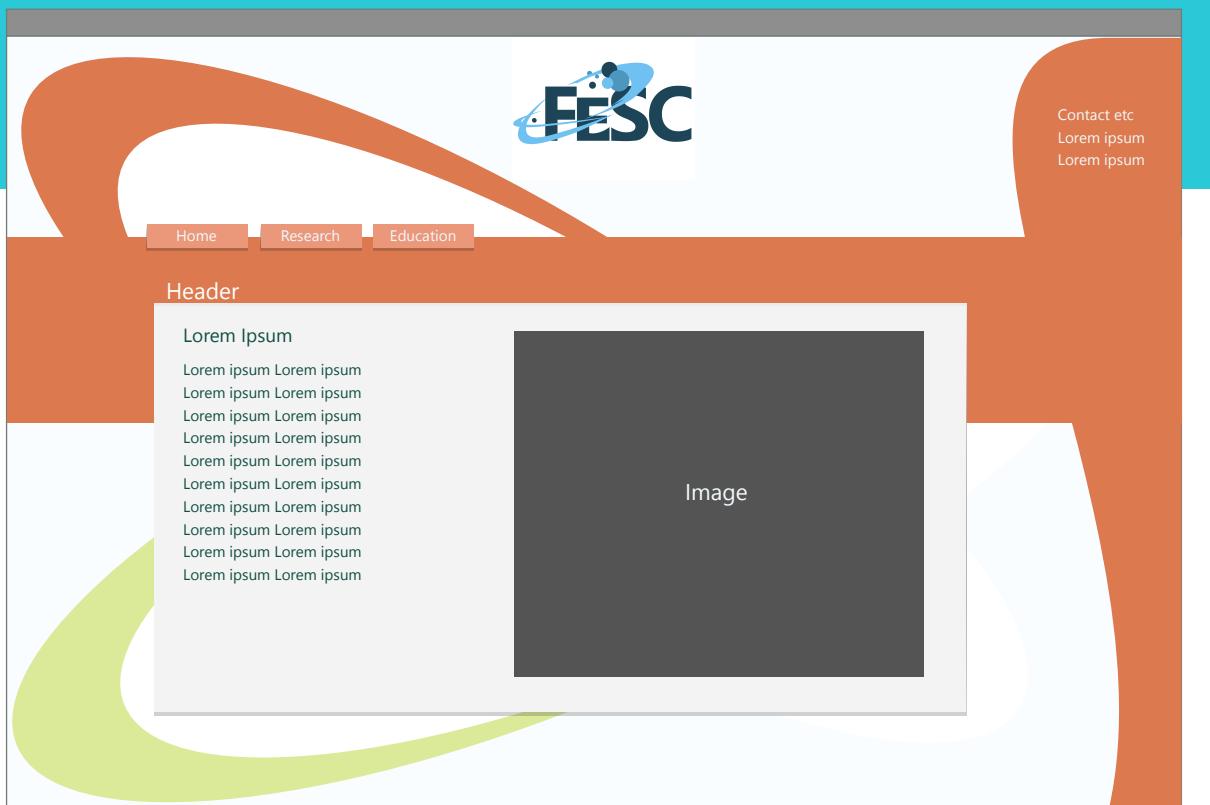
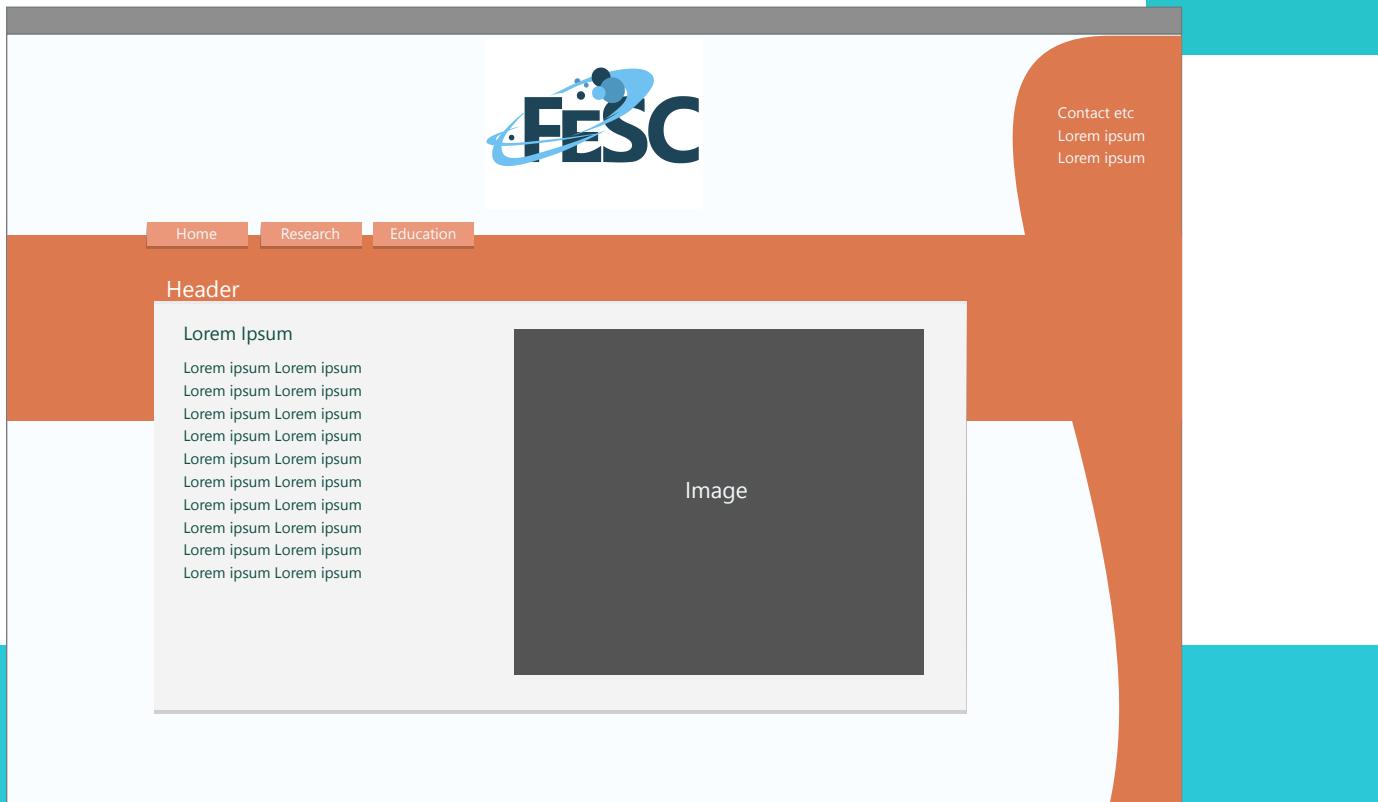


Wireframes



- No <footer> design and no vertical scrolling, unless it's on a mobile device or monitors under 2048 resolution.
- Horizontal scrolling similar to swipe function/transition effect on mobile devices.

Color Comps



Color palette for the new design



Keywords:

- Modern
- Energy
- Molecular
- Scientific

Current Logo



Sketches

New Logo Design



Color palette for the new design



FESC Bringing Energy Solutions

The Florida Energy Systems Consortium (FESC) was created by the Florida State government to promote collaboration among the energy experts at its 12 supported universities to share energy-related expertise. The consortium assists the state in the development and implementation of an environmentally compatible, sustainable, and efficient energy strategic plan. The Consortium was charged to perform research and development on innovative energy systems that lead to alternative energy strategies, improved energy efficiencies, and expanded economic development for the state. The legislature appropriated funding for research at five of the universities as well as support for education, outreach, and technology commercialization.

Overarching to the Consortium's research strategy is an energy systems approach to identify innovation opportunities, prepare an energy workforce, and guide economic development.

Through collaborative research and development across the State University System and the industry, the goal of the consortium is to become a world leader in energy research, education, technology, and energy systems analysis. In so doing, the consortium shall:

- (a) Coordinate and initiate increased collaborative interdisciplinary energy research among the universities and the energy industry.
- (b) Assist in the creation and development of a Florida-based energy technology industry through efforts that would expedite commercialization of innovative energy technologies by taking advantage of the energy expertise within the State University System, high-technology incubators, industrial parks, and industry-driven research centers.
- (c) Provide a state resource for objective energy systems analysis.
- (d) Develop education and outreach programs to prepare a qualified energy workforce and informed public.

Desktop

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Smart Phones