**FLORIDA ENERGY SYSTEM CONSORTIUM WEBSITE REDESIGN**

Objective/purpose of the redesign:

Evaluate the FESC website (<http://floridaenergy.ufl.edu/>) and recommend website improvements to increase improve website functionality and performance.

Landing page screen shot:



Thoughts on functionality and ease of use:

The website uses two different navigation bars to direct you throughout the website. A top horizontal navigation bar directs you to a specific search area (e.g., Home, FESC Research, etc), while a vertical navigation bar on the right provides information related to the topic selected with the horizontal navigation bar. This style of navigation construction is confusing and not intuitive to the end user. For instance, as illustrated above, the user can click contact us in the upper righthand corner or the lower lefthand corner. The content of the website itself, while informative is old and appears to be an “information dump” as opposed to a repository of information designed to educate the end user of the website. For instance, under Solar, it would be helpful to first give a high level overview of solar power and then discuss current research projects – as opposed to jumping straight into completed research projects. The search bar at the top, while potentially useful needs a modern update, so that when you search, e.g., “David Norton”, the top entry is the contact card for David Norton, Interim Director and not an entry related to the 2017 FESC/Polytech conference. Overall, the website has a lot of information, but is very frustrating to use. The current theme does a disservice to the various stakeholders in the project – due to for instance, not clearly and concisely discussing the subject matter, introducing the subject matter, maintaining consistency across the multiple tabs, etc. In addition, the website is not responsive.

Evaluation of current site’s responsiveness, performance, and accessibility:

Recommendations for Improvement:

Resources:

<https://www.toptal.com/designers/colorfilter>

<http://wave.webaim.org/report#/http://floridaenergy.ufl.edu/>

<https://www.powermapper.com/products/sortsite/checks/accessibility-checks/>

<https://validator.w3.org/>

<http://browsershots.org/>

<https://tools.pingdom.com/#!/bHbogR/http://floridaenergy.ufl.edu/>

<https://gtmetrix.com/reports/floridaenergy.ufl.edu/z3UGGmsR>

<https://developers.google.com/speed/pagespeed/insights/>

<https://developers.google.com/speed/>

<https://varvy.com/>

<https://www.found.co.uk/seo-tool/>

<https://www.woorank.com/en/www/floridaenergy.ufl.edu>

<http://tools.neilpatel.com/en/analyze/http%3A%2F%2Ffloridaenergy.ufl.edu%2F#!/>

<https://neilpatel.com/seo-analyzer/>

<http://nibbler.silktide.com/en_US/reports/floridaenergy.ufl.edu>