

- **Objectives/purpose of the redesign:**
 - This proposal seeks to communicate the benefits of a redesign of the Florida Energy Systems Consortium (FESC). A redesigned FESC site would provide more concise, useful, relevant content to a much wider audience.
- **State of the current site:**
 - The search functionality is completely broken and submits to a form that doesn't exist
 - The newsletter signup functionality is broken
 - The current user experience is only catered to larger screen resolutions and becomes difficult to use on mobile devices
 - There is a vast network of menus and submenus across the site. Many of the menu items are links to outdated content, such as the About Us page.
 - Some important information is linked to in external documents creating a challenging user experience.
 - Alternative text for images, large color contrasts, missing language attributes, and missing label text for input fields are among some of the accessibility issues found on the site.
 - Many pages within the site have a notable length of content, which degrades the site's ease of use and impacts the loading time of pages which also creates an undesirable user experience.
 - There are 2-3 menus with content that varies from page to page creating a confusing user experience
 - Some links are broken (e.g. social media)
- **Recommendations for improvement:**
 - Since many web users today access sites from mobile devices, including smartphones and tablets, it is recommended that the site be responsive and have a consistent user experience across many of these popular devices.
 - Address the issues with not being in compliance with accessibility standards. This will further extend the site's content to a larger user base, specifically those who are unable to consume the sites text, audio, and/or video content.
 - Consolidate the menus into several options of the most trafficked content and remove outdated content. Ensure the menu is visible across all pages to have a consistent experience during navigation.
 - Disable the broken search functionality and make the user experience and content much more concise to not require searching

- Fix form to allow user to sign up for newsletters to further engage users and connect them with content.
- Remove links to external documents and surface important information directly in the site. Also remove any broken or unnecessary links within the site
- Make all necessary pages more concise to reduce length, which will improve site performance, communicate content more effectively, and create an overall better user experience.
- Create a more visual pleasing color scheme by avoiding sharp contrasts in colors, using consistent fonts, images visible on all device, less cluttered/more concise content. If a gallery of photos needs to be displayed, use a carousel widget to display and ensure they are all high quality images and have consistent sizes across a particular device.
- It is recommended that the site utilize Search Engine Optimization techniques to connect potential users with the exact content they are searching for.