

# Florida Energy Webpage Design Plan

Author: Tat Aoki

## General Design Objective

Simple and minimalistic pages that enhance user experience by enabling easy navigation by optimizing website colors, typography, and layout.

## Design Components

### Color

The current website uses a lot of different colors and does not maintain a professional tone. The new page will mostly use a combination of black and white (or something similar in contrast) and use the “Florida colors” to accent certain elements as needed.

### Typography

The new pages will focus on reducing the amount of text with images where applicable and aim to increase the overall readability.

### Layout

#### Common Components

##### Header

*The Florida Energy Systems Consortium (FESC)* logo will appear at the top of every page. Currently the header takes up roughly 20% of the initial viewport (including the top search bar), which seems excessive. This section will be reduced to take up 10% to 15% of the viewport to ensure the users are able to see the main contents of the page as soon as they land without having to scroll down.

##### Navigation

Instead of having a navigation bar that spans the width of the viewport, there will be a global “collapsible” navigation button that allows users to click to view the menu. When collapsed, the navigation bar will take up minimal space that will leave a lot more viewport space for the main contents.

##### Footer

The footer will include links to FESC’s social media pages (i.e., Facebook, Twitter, and LinkedIn) including a link to sign up for their newsletter.

## Individual Pages

### Home

The home page will focus on communicating FESC's mission statement. Instead of conveying their mission statement in an essay format (making the current page very crowded with words), I will modularize their mission statement by splitting it into multiple themes and presenting them in sections to generate a more organized and structured appearance. The page will also use more relevant images to help convey their missions concisely.

### Education

The goal of this page is to highlight the different academic institutions that partner with FESC. Instead of providing a list of institutions, the texts will be replaced with their logos that link to their respective pages. A short caption will accompany each logo to highlight each institution's specialized domain as a preview, similar to the way many blog sites are designed.

### Energy Industry

The same layout style as the User Facilities page will be used to maintain style consistency between pages.

## Design Inspiration

### Bill and Melinda Gates Foundation

Their minimalist approach to their header and navigation sections helps give more “pop” to the main content. The first thing users see is the text “ALL LIVES HAVE EQUAL VALUE.” What their website is about is immediately clear.

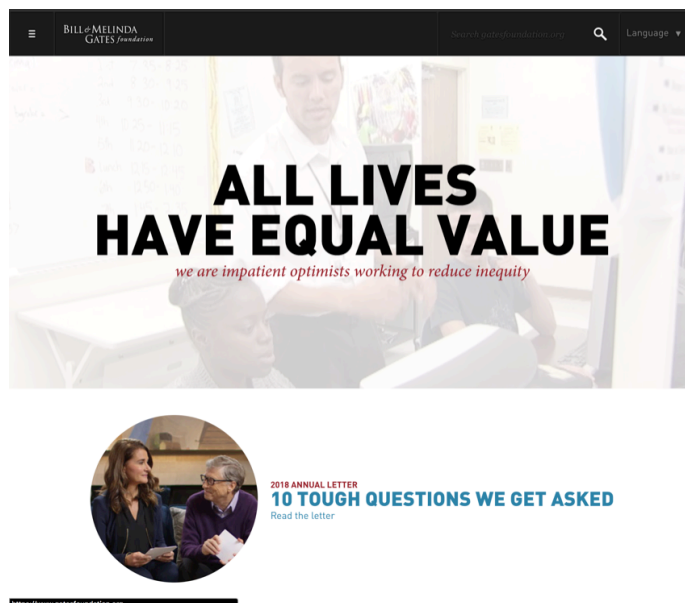


Figure 1: Bill & Melinda Gates Foundation's minimalist header and navigation style enables the main content to be the center of attention

## Bill and Melinda Gates Foundation

Bill and Melinda Gates Foundation tackles global health issues that are very complex and may be difficult for the general public to understand. But their website does a good job of “dumbing it down” to make it easy to understand even for people who are not experts in this field. Their most important messages are kept short and concise (with big text to make it visually obvious) and their mission statements are very well organized making it very easy to follow. The website does an excellent job conveying information in sections rather than dumping a bunch of information all at once.



Figure 2: Bill & Melinda Gates Foundation home page breaks down their mission statement into sections making it easy to follow.

<https://www.realtime.it/>

I cannot read Italian so there is no way for me to even guess what the content of the blog post is with just text. Using images to supplement the text helps give some context right away. Using a grid also helps cleanly organize the items.

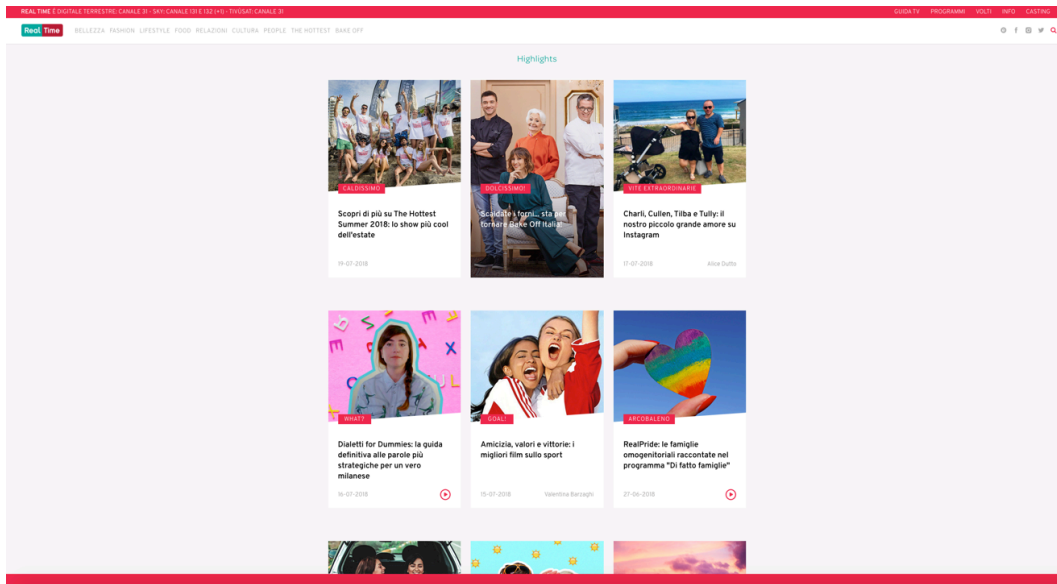


Figure 3: Use of grids and images make it easy to navigate through the page by increasing readability

## University of Michigan

The website uses colors that match the University of Michigan's school colors while maintaining a professional tone. Using color association in the design helps users know right away the website's association with the university.

