



# **GATORWELL WEB REDESIGN & OPTIMIZATION**

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The image shows a young man and woman in dark blue polo shirts with the GatorWell logo, standing behind a blue table with a white top. The table has a green basket and some items on it. The background is an outdoor setting with trees and a building. The UF logo is in the top left corner.

# ABOUT GATORWELL

GatorWell is a population-based health promotion department that assists students in making behavioral changes that enhance all dimensions of health and wellbeing to improve academic success.

## MISSION

Empowering UF students to build their own path toward lifelong wellbeing through prevention, advocacy, and sustainable behavior change.

## VISION

All Gators living well, purposeful lives.

# DEPARTMENT GOALS

- Consistently provide and improve access to preventative and innovative services and programs.
- Support sustainable behavior change through skill development.
- Consistently gather, apply, and share data to inform programming, predict wellness trends, and tell our story.
- Lead bravely and advocate for the wellbeing of students.
- Increase intentional collaboration to enhance student wellbeing.
- Enable student and staff growth through professional development and experiential learning.

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# **PROJECT** OVERVIEW

# PROJECT OPPORTUNITY BRIEF

GatorWell is initiating a comprehensive redesign and optimization of their outdated website to elevate their digital presence. The primary goal is to enhance user experience, align the website with current design standards, and optimize its performance for improved functionality and responsiveness. Key objectives include streamlining navigation, implementing a responsive design for mobile users, and integrating new features to enhance user interaction. The project will involve a thorough audit of the existing website, competitive analysis, and a collaborative design process to ensure the final product meets both user expectations and organizational goals.

# GOALS & OBJECTIVES

## **Optimize User Experience and Flow**

- Redesign key website pages, focusing on intuitive navigation and improved information architecture.
- Conduct usability testing, analyze user behavior data, and implement improvements based on findings.
- Develop pages to be responsive to ensure a seamless experience for users on various screen sizes.

## **Increase User Engagement**

- Achieve a 10% increase in average time spent on the website.
- Incorporate dynamic features such as social media integration and event and Health Hut schedules..

## **Unify Division of Student Life and GatorWell Brand Identity**

- Ensure UF brand consistency across the site by updating visuals and messaging.
- Confirm adherence to updated brand guidelines through an internal audit.

## **Empower UF Students on Their Path to Holistic Wellbeing**

- Provide health strategies and tools students can use without making an appointment.
- Use non-judgmental terminology that supports self-efficacy.



# TARGET AUDIENCE

## Primary Audience

All Students at the University of Florida

## Additional Site Users

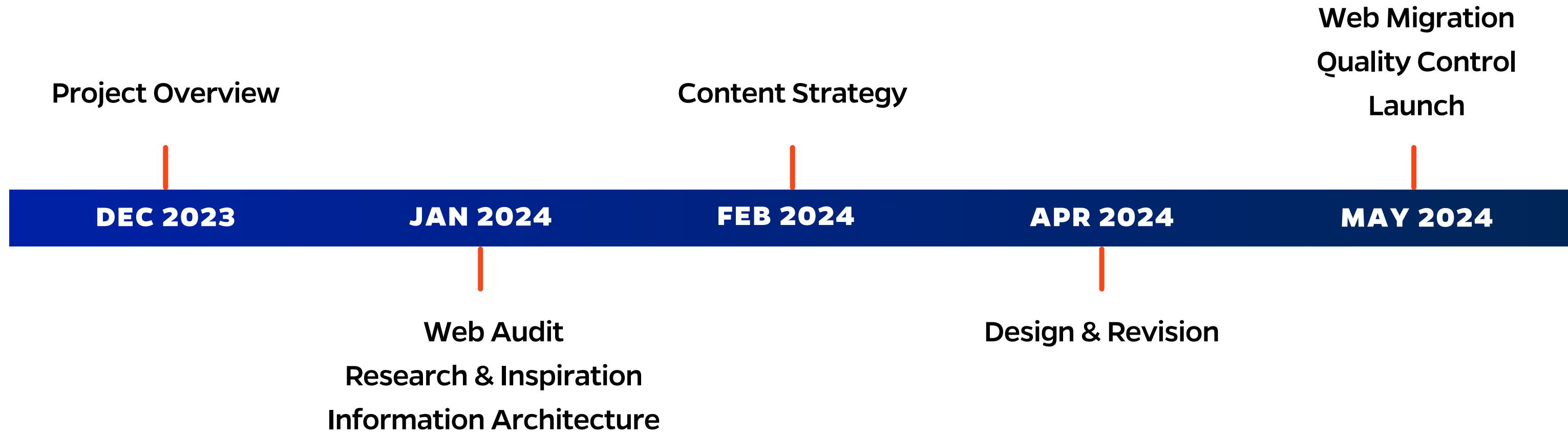
Parents & Families of Students

Campus Partners

College Health Professionals



# TIMELINE





**WEBSITE**

**AUDIT**



# USER EXPERIENCE & USER INTERFACE

## Key Problems Found:

- Confusing Navigation & Organization
- Lacking Screen Size Responsiveness
- Orphan Pages
- Outdated Links

## Positive Features:

- “Make Appt” button - easy to find

# HEALTH TOPIC CONTENT PAGES

## Key Problems Found:

- Inconsistent Templates of Parent & Child Pages
- Inconsistent Placement of Biweekly Content
- Excessive Content
- Ineffective Layout & Flow

## Positive Features:

- Linked credible sources
- Linked on and off-campus resources

# SEARCH ENGINE OPTIMIZATION (SEO)

## Key Problems Found:

- Confusing/incorrect permalinks
- Needing Page Redirects

## Positive Features:

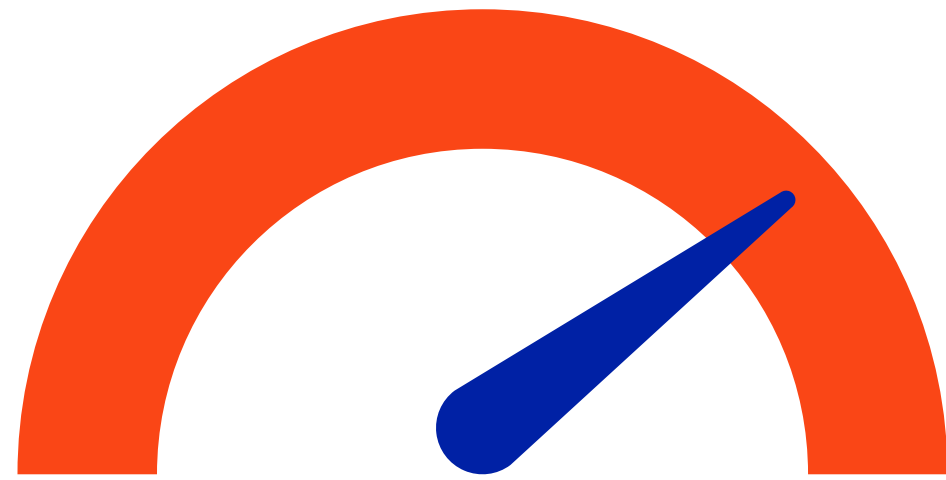
- Keywords
- Search Rankings
- Page Load Speed

# GOOGLE ANALYTICS

## **Top 10 Pages Visited in 2022** (excluding Landing Page & 404 Error):

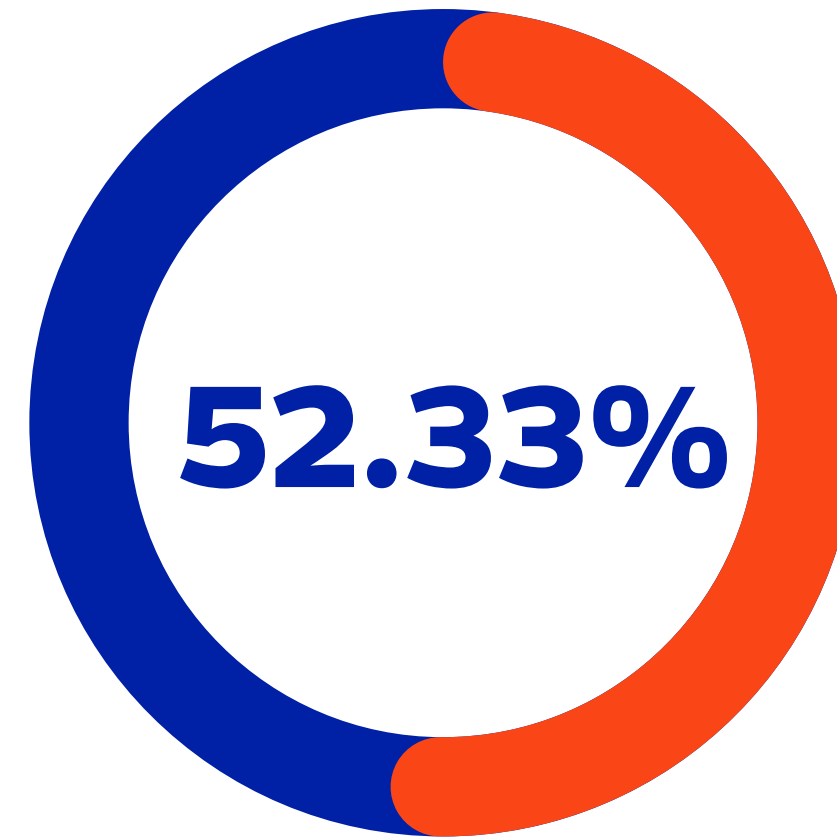
- Wellness Coaching
- Staff
- Sexual Health
- Time Management
- Services
- Location and Hours
- About
- Dimensions of Wellbeing
- Stress
- Alcohol & Other Drugs

# KEY FINDINGS



**1,715**

Views for Wellness Coaching



**52.33%**

Average percentage of users leave our website before interacting with anything.

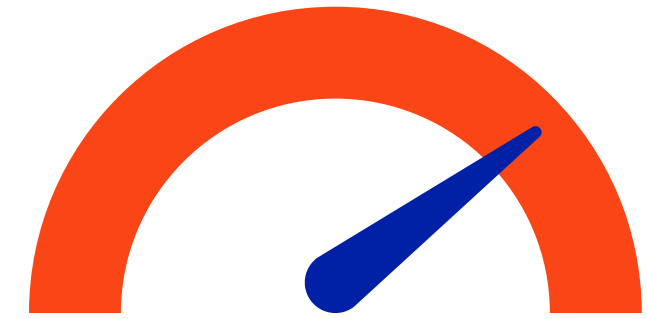
# CONSIDERATIONS

## Wellness Coaching

- Tool Kit/Self Help
  - Downloads/Interactive Tools
  - Helpful apps & resources
- Appointment Expectations

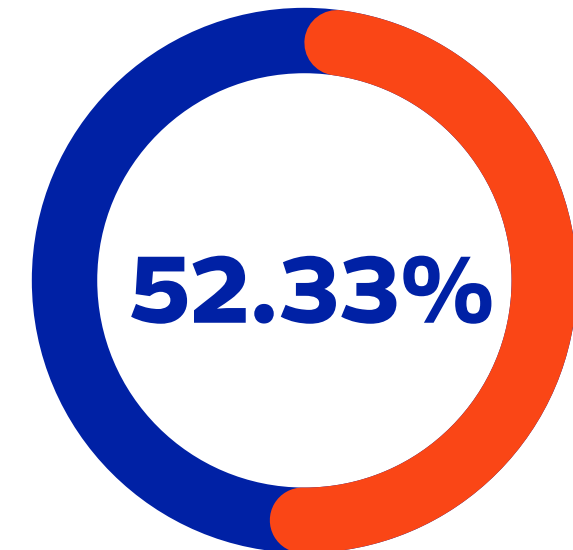
## Campus Partner Referrals

- If you need help with XYZ, go to CWC, SHCC, DSO, etc



**1,715**

Views for Wellness Coaching



**52.33%**

Average percentage of users leave our website before interacting with anything.





**RESEARCH &  
DISCOVERY**



# PERSONAS

A brief overview of people who may interact with our site.

- 1. Undergrad Student
- 2. Grad Student (Masters, PhD)
- 3. UF Student Organization
- 4. DSL Campus Partner
- 5. Parents/Families of Students

# UNDERGRAD STUDENT:

*Emily*



Age: 19

Gender: Female

Major: Environmental Science

Year: Sophomore

Emily is a sophomore majoring in Environmental Science. Emily is an active member of several environmental clubs on campus. She enjoys exploring new ways to maintain a healthy lifestyle and is always looking for resources related to mental well-being and sustainable living.

## Goals and Motivations

- Discover stress management techniques that align with her busy academic schedule.

## Challenges

- Balancing academics, extracurriculars, and maintaining a healthy lifestyle.
- Finding reliable information on sustainable health practices.
- Navigating stress and mental well-being challenges common among college students.

## How the Website Helps

- Allows Emily to keep up with the Health Hut on campus.
- Offers resources for managing stress and maintaining mental health.

# GRAD STUDENT:

*Chris*



Age: 24

Gender: Male

Major: Computer Science

Year: 2nd Year Grad

Chris is a senior majoring in Computer Science. He's focused on his studies and spends a significant amount of time coding. Chris is health-conscious but cautious about adopting new health practices. He's interested in reliable information and resources that align with his academic and career goals.

## Goals and Motivations

- Maintain a healthy lifestyle to support mental clarity and focus.
- Find health practices that align with a sedentary computer-based lifestyle.

## Challenges

- Staying active while spending long hours coding.
- Sorting through vast amounts of health information online.
- Coping with stress and maintaining mental well-being in a demanding academic environment.

## How the Website Helps

- Provides evidence-based articles and resources on health practices.
- Shares tips and tools for managing stress in his academic setting.

# MOODBOARD

## Sources for Inspiration:

- Main UF Branding
- Student Life Websites
- College Health & Wellbeing Sites
- American College Health Association (ACHA)
- Lifestyle Branding



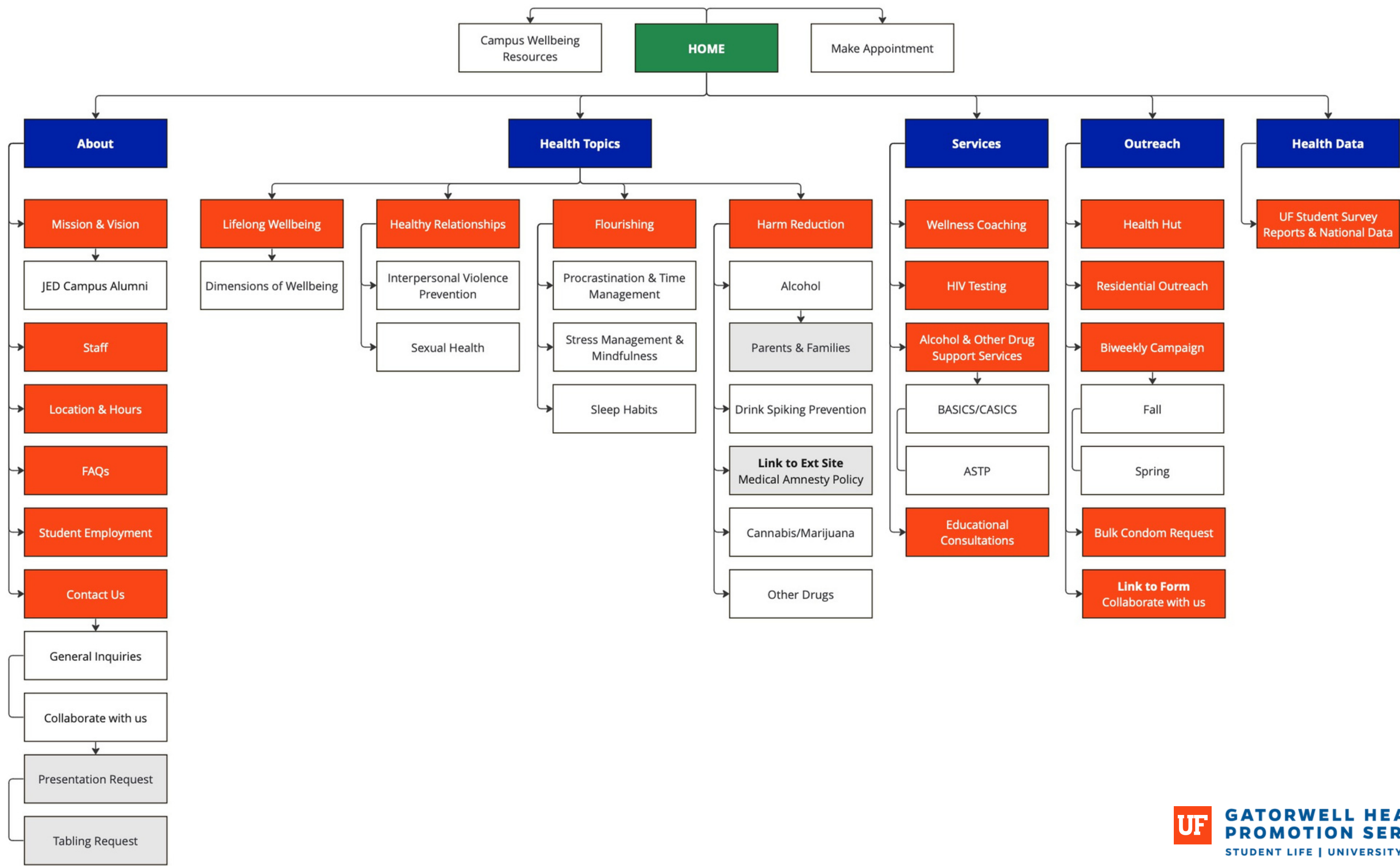
# VOICE & TONE

- **Friendly & Approachable:** The written tone is welcoming which helps site visitors feel more comfortable as they explore.
- **Clear & Trustworthy:** Information is presented in a clear, digestible manner. Credible resources are provided to support claims.
- **Engaging & Inspirational:** The language encourages and inspires site visitors to move through the stages of behavior change.
- **Accessible:** The content is accessible to a wide audience. Alternate formats for important information are provided to accommodate various needs.



**INFORMATION**  
ARCHITECTURE







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# **CONTENT** STRATEGY

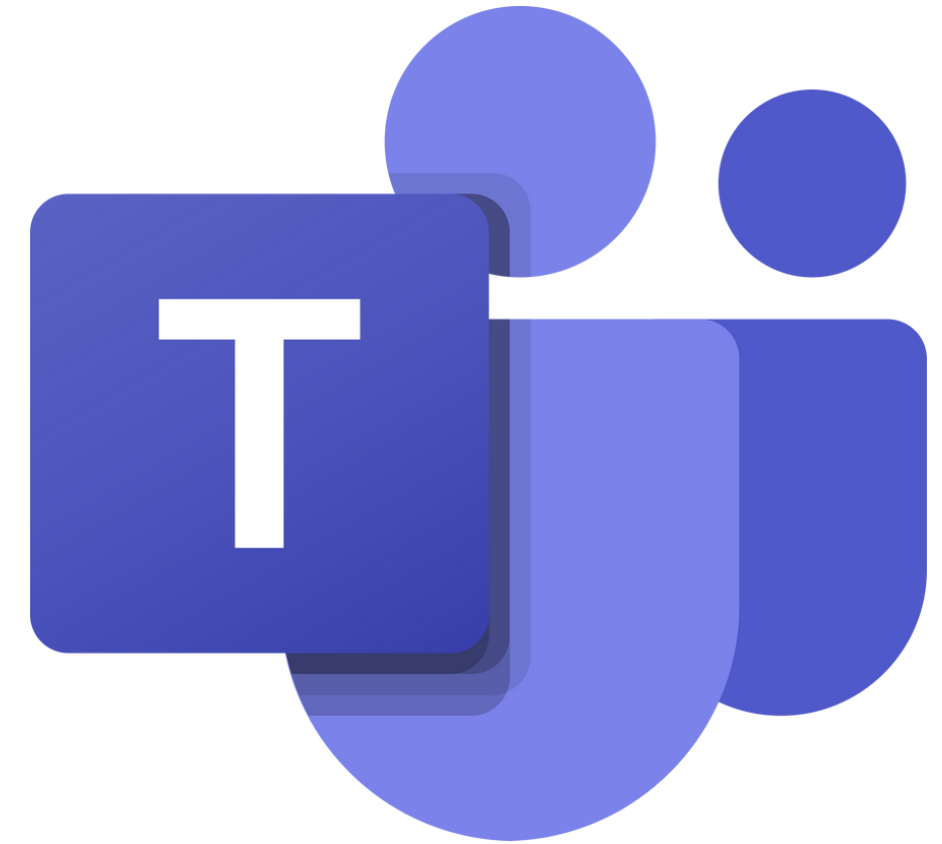
# GATHERING CONTENT

## File Location

- Folders on Teams
  - Shared with Staff
  - Pre-Made Templates

## Due Date for Health Topic Content

- Last week February



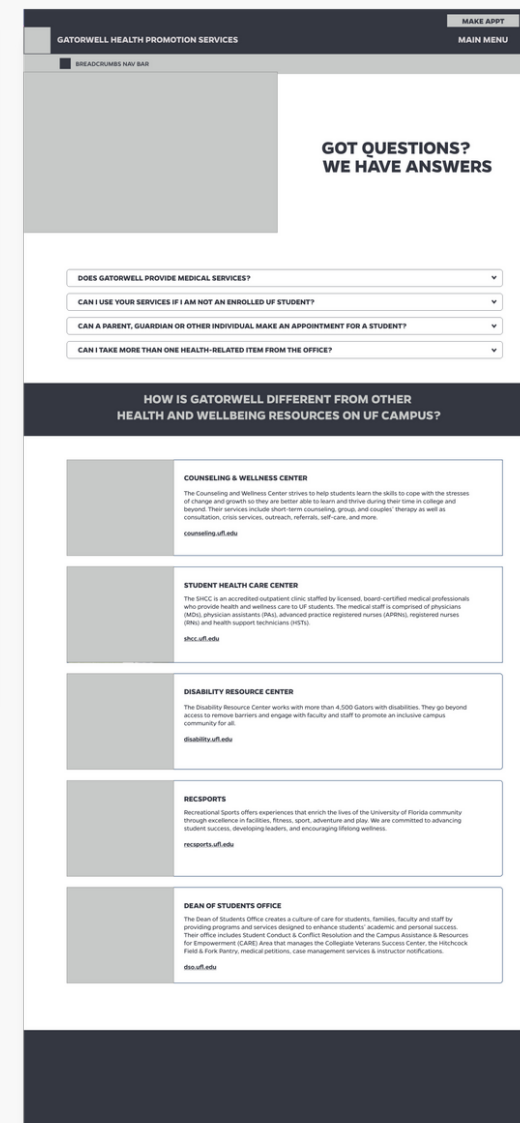
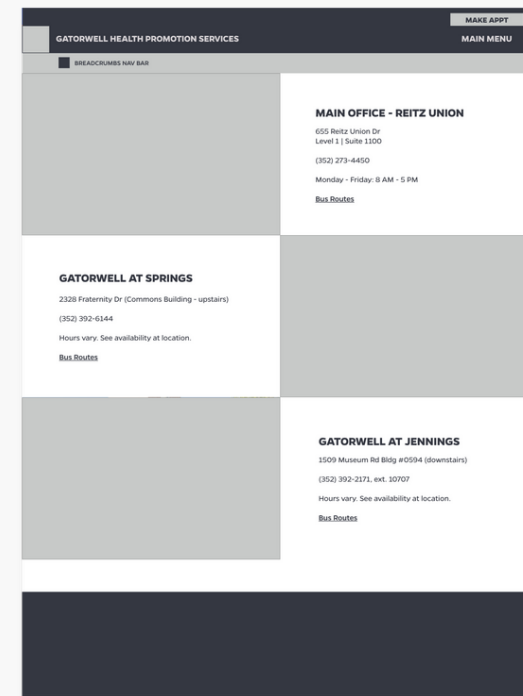
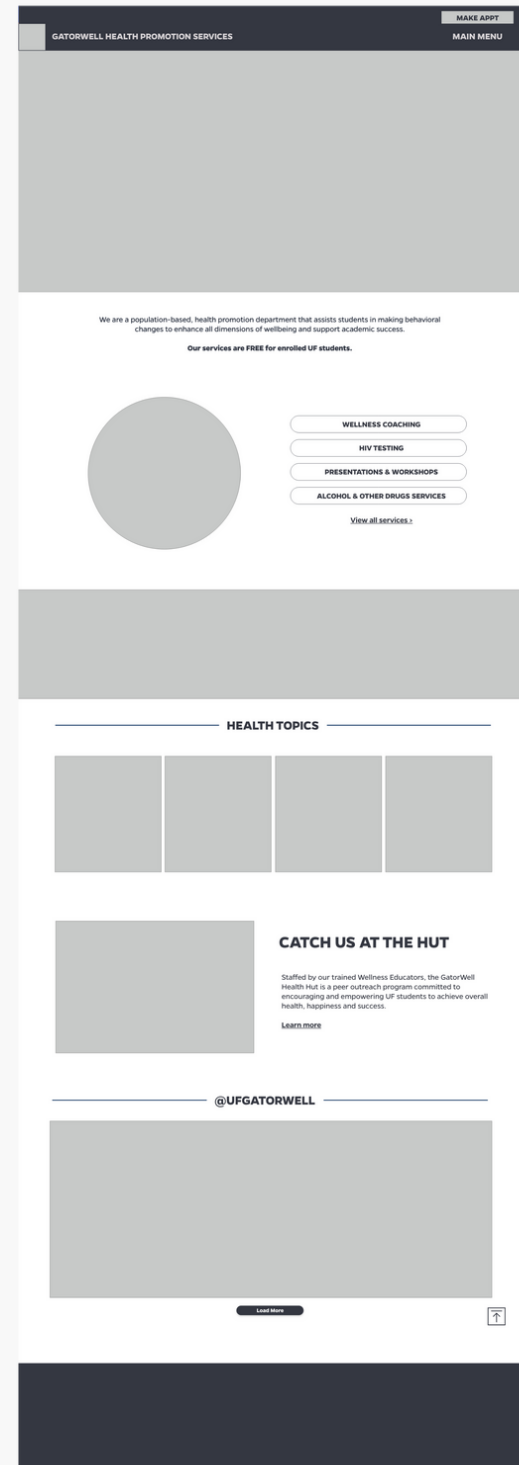
\*All content to be reviewed with and approved by GatorWell Director and Assistant Director.



**DESIGN &  
REVISION**



# MID-FI PROTOTYPE



# HI-FI PROTOTYPE

**GATORWELL HEALTH PROMOTION SERVICES**

ABOUT HEALTH TOPICS SERVICES OUTREACH HEALTH DATA

## BUILD YOUR PATH TO Wellbeing

We are a population-based, health promotion department that assists students in making behavioral changes to enhance all dimensions of wellbeing and support academic success. Our services are FREE for enrolled UF students.

**WE GOT You**

- WELLNESS COACHING
- HYTESTING
- PRESENTATIONS & WORKSHOPS
- ALCOHOL & OTHER DRUG SERVICES

View all services.

**WEEKLY WELLBEING HIGHLIGHT: PROCRASTINATION**

Our biweekly campaign offers education and strategies about key health topics within the college experience.

**HEALTH TOPICS**

- HEALTHY RELATIONSHIPS
- LIFELONG WELLBEING
- FLOURISHING
- HARM REDUCTION

**CATCH US AT THE Hot**

Staffed by our trained Wellness Educators, the GatorWell Health Hot is a peer outreach program committed to encouraging and empowering UF students to achieve overall health, happiness and success.

**@UFGATORWELL**

Division of Student Life | CONTACT | FOLLOW US

**GATORWELL HEALTH PROMOTION SERVICES**

ABOUT HEALTH TOPICS SERVICES OUTREACH HEALTH DATA

ABOUT | MISSION AND VISION

### VISION

All Gators living well, purposeful lives.

### MISSION

Empowering UF students to build their own path toward lifelong wellbeing through prevention, advocacy, and sustainable behavior change.

### OUR HISTORY

Since its inception in 2003, GatorWell has established health promotion strategies to educate UF students on health and wellness topics relevant to the college experience. All of GatorWell's services are free to UF students. The Health Promotion Specialists at GatorWell target information, skills, and behavior change to the needs of college students. Free and confidential individual appointments are provided to currently enrolled students, as well as comprehensive programming and outreach on various health topics including healthy relationships, recycling, harm reduction and living well-being. GatorWell also offers preventative and outreach, health communication campaigns, and skill development on various health topics. As a health education leader, GatorWell works with campus partners and community organizations to best meet the health needs of UF students and provide a continuation of care. Through our collaborations and advocacy we aim to support student wellness to positively impact academic success. So Well, So Well.

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**GATORWELL HEALTH PROMOTION SERVICES**

ABOUT HEALTH TOPICS SERVICES OUTREACH HEALTH DATA

ABOUT | STAFF

### LEADERSHIP

Dr. Monica Webb, Director | Jennifer Kenyon, Assistant Director

### HEALTH PROMOTION STAFF

Samantha Evans, Health Promotion Specialist | Joseph Neville, Health Promotion Specialist | Dr. Montserrat Carrero-Saiz, Health Promotion Specialist | Kayla Basaria, Lead Wellness Educator

### ADMINISTRATIVE STAFF

Justin Harris, Administrative Specialist

### MARKETING & COMMUNICATIONS STAFF

Jordan Clayton, Marketing and Communications Specialist | Veronica Case, Marketing Coordinator

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**GATORWELL HEALTH PROMOTION SERVICES**

ABOUT HEALTH TOPICS SERVICES OUTREACH HEALTH DATA

ABOUT | LOCATIONS & HOURS

### MAIN OFFICE - REITZ UNION

655 Reitz Union Dr. Level 1 | Suite 1300 | (352) 273-4400 | Monday - Friday: 8 AM - 5 PM | Bus Routes

### GATORWELL AT SPRINGS

2328 Fraternity Dr (Commons Building - upstairs) | (352) 392-6144 | Hours vary. See availability at location. | Bus Routes

### GATORWELL AT JENNINGS

1509 Museum Rd Bldg #0504 (downstairs) | (352) 392-2171, ext. 33707 | Hours vary. See availability at location. | Bus Routes

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**GATORWELL HEALTH PROMOTION SERVICES**

ABOUT HEALTH TOPICS SERVICES OUTREACH HEALTH DATA

ABOUT | FAQ

### GOT QUESTIONS? WE HAVE Answers

DOES GATORWELL PROVIDE MEDICAL SERVICES?  
CAN I USE YOUR SERVICES IF I AM NOT AN ENROLLED UF STUDENT?  
CAN A PARENT, GUARDIAN OR OTHER INDIVIDUAL MAKE AN APPOINTMENT FOR A STUDENT?  
CAN I TAKE MORE THAN ONE HEALTH-RELATED ITEM FROM THE OFFICE?

### HOW IS GATORWELL DIFFERENT FROM OTHER HEALTH AND WELLBEING RESOURCES ON UF CAMPUS?

**COUNSELING & WELLNESS CENTER**  
The Counseling and Wellness Center strives to help students learn the skills to cope with the stress of college and provide the resources and support to learn and thrive during their time in college and beyond. Their services include: 24/7 crisis counseling, group and individual therapy as well as consultation, crisis services, outreach, referrals, self-care, and more. [counseling.ufl.edu](#)

**STUDENT HEALTH CARE CENTER**  
The SHCC is an accredited student-run clinic staffed by licensed, board-certified medical professionals who provide health and wellness care to UF students. The medical staff is comprised of physicians, MD/PhD physician assistants (PAs), advanced practice registered nurses (APRNs), registered nurses (RNs) and health support technicians (HSTs). [shcc.ufl.edu](#)

**DISABILITY RESOURCE CENTER**  
The Disability Resource Center works with more than 4,000 students with disabilities. They get behind access to remove barriers and engage with faculty and staff to provide an inclusive campus community for all. [disability.ufl.edu](#)

**RECSORTS**  
Recreational Sports offers experiences that enrich the lives of the University of Florida community through involvement in facilities, events, sports, adventure and play. We are committed to advancing student success, developing leaders, and encouraging lifelong wellness. [recreationsports.ufl.edu](#)

**DEAN OF STUDENTS OFFICE**  
The Dean of Students Office creates a culture of care for students, families, faculty and staff by providing programs and services designed to enhance student, academic and personal success. Their office includes Student Conduct & Conflict Resolution and the Campus Assistance & Resources for Employment (CARE) Area that manages the Campus Assistance Resource Center, the Workforce Field & Work Theory, medical partners, case management services to instructor modifications. [dsu.ufl.edu](#)

Division of Student Life | CONTACT | FOLLOW US

**GATORWELL HEALTH PROMOTION SERVICES**

ABOUT HEALTH TOPICS SERVICES OUTREACH HEALTH DATA

HEALTH TOPICS | LIFELONG WELLBEING

### LIFELONG WELLBEING

Overall wellbeing involves more than just physical and mental health. The Dimensions of Wellbeing is a holistic model utilized by many health and wellness professionals and organizations around the country. View our Lifelong Wellbeing services.

### THE 9 DIMENSIONS OF WELLBEING

Your overall wellbeing involves more than just physical and mental health. The Dimensions of Wellbeing is a holistic model utilized by many health and wellness professionals and organizations around the country. Our specific model has been adapted from the GATORWELL model.

The model's dimensions include physical, emotional, intellectual, spiritual, environmental, occupational, financial, cultural and social wellbeing.

DESCRIPTIONS OF EACH DIMENSION

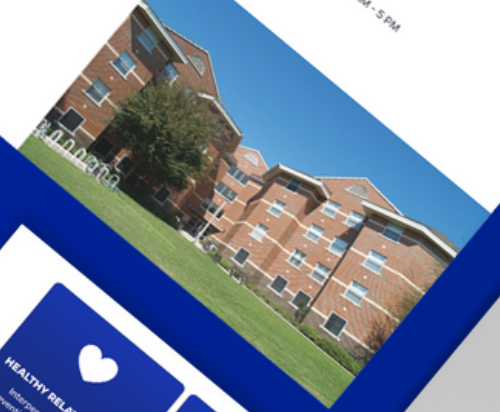
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**RESPONSIVE**  
MOCKUPS



**MAIN OFFICE - REITZ UNION**  
655 Reitz Union Dr  
Level 1 | Suite 1100  
(352) 273-4450  
Monday - Friday: 9 AM - 5 PM  
Bldg. B0205



**HEALTHY RELATIONSHIPS**  
Emotional, social, prevention and mental health  
Learn more

**LIFELONG WELLBEING**  
Holistic, optimal wellbeing unique to the individual  
Learn more

**FLOURISHING**  
Time management, stress management, sleep habits  
Learn more

**HARM REDUCTION**  
Alcohol and other drugs, stigma reduction, harm prevention  
Learn more



**HEALTH HUT**  
Staffed by our trained Wellness Educators, the GatorWell Health Hut is a peer outreach program committed to encouraging and empowering UF students to achieve overall health, happiness and success.

**CATCH US AT THE Hot**  
Staffed by our trained Wellness Educators, the GatorWell Health Hut is a peer outreach program committed to encouraging and empowering UF students to achieve overall health, happiness and success.



**WELLNESS COACHING FOR ACADEMIC SUCCESS**  
Life happens and those things can get in the way of doing your best at UF. Getting your school assignments, the time you need to study, and the stress of the semester can be overwhelming. You need to stay well and feel your best.

**THE 9 DIMENSIONS OF WELLBEING**  
Your overall wellness matters in college as well as in your life after college. The dimensions of wellbeing are the building blocks of your success. It's essential to consider where you're currently at and how you can improve in each area.

**LIFELONG WELLBEING**  
Overall wellness involves more than just physical and mental health. The dimensions of wellbeing is a holistic model focused on the health and wellness professionals and organizations around the world.



**WEEKLY WELLBEING HIGHLIGHTS**  
Our bi-weekly campaign offers education about key health topics within the community.

- WELLNESS COACHING
- HIV TESTING
- PRESENTATIONS & WORKSHOPS
- ALCOHOL & DRUGS



**STUDENT HEALTH CENTER**  
The SHCC is a state-of-the-art facility that provides comprehensive health and wellness services to UF students.



**VISION**  
All Gators living well, purposeful lives.

**MISSION**  
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All of our services are FREE for UF students enrolled in classes.

- WELLNESS COACHING
- HIV TESTING
- PRESENTATIONS & WORKSHOPS

**WE GOT YOU**

MAKE APPOINTMENT



**OTHER CAMPUS RESOURCES FOR ACADEMIC SUCCESS**

Wellness coaching does NOT include psychological assessment or counseling, nutrition counseling, exercise prescriptions or fitness testing, tutoring or help on assignments, academic advising, or medical advice.

If you are seeking help in any of the above areas, [click here](#).

**WELLNESS FOLLOW-UP VISITS**  
Wellness follow-up visits are typically 60 minute and are arranged weekly, bi-weekly, or monthly based on your goals and what is most convenient with your individual schedule.



**MAIN OFFICE - REITZ UNION**  
655 Reitz Union Dr  
Level 1 | Suite 1100  
(352) 273-4450  
Monday - Friday, 8 AM - 5 PM  
[Bus Routes](#)

Make Appointment

**AREAS OF FOCUS**

GatorWell's free wellness coaching program for UF students can help if you would like to improve one or more of the following areas:

- Time Management & Prioritization
- Sleep Habits
- Stress Management & Mindfulness
- Study & Testing Skills
- Holistic, Optimized Wellbeing
- Social Connection

**CERTIFIED WELLNESS**

GatorWell's certified professional health coaches help you set priorities and make changes you want to see in your academic and personal life.



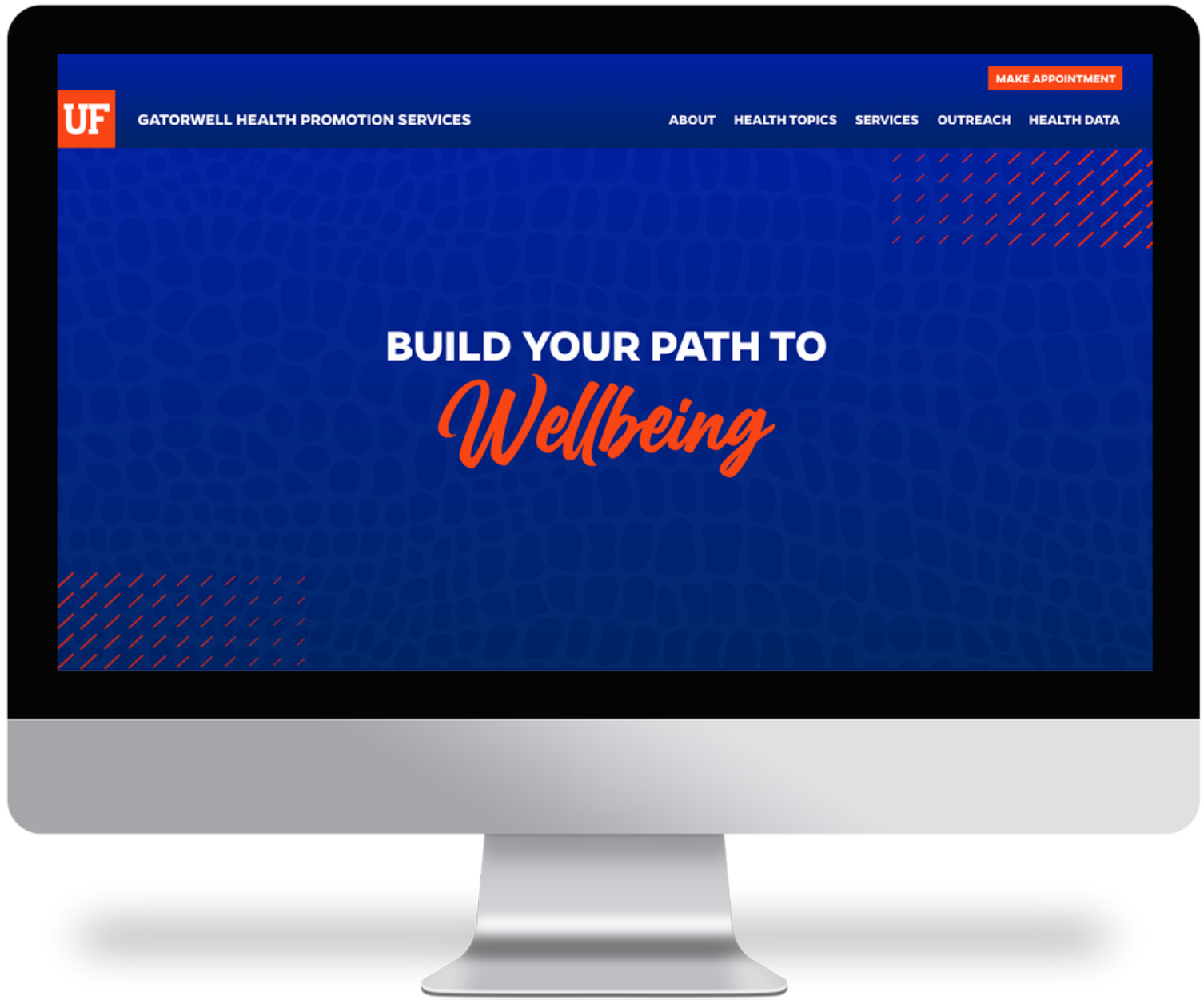
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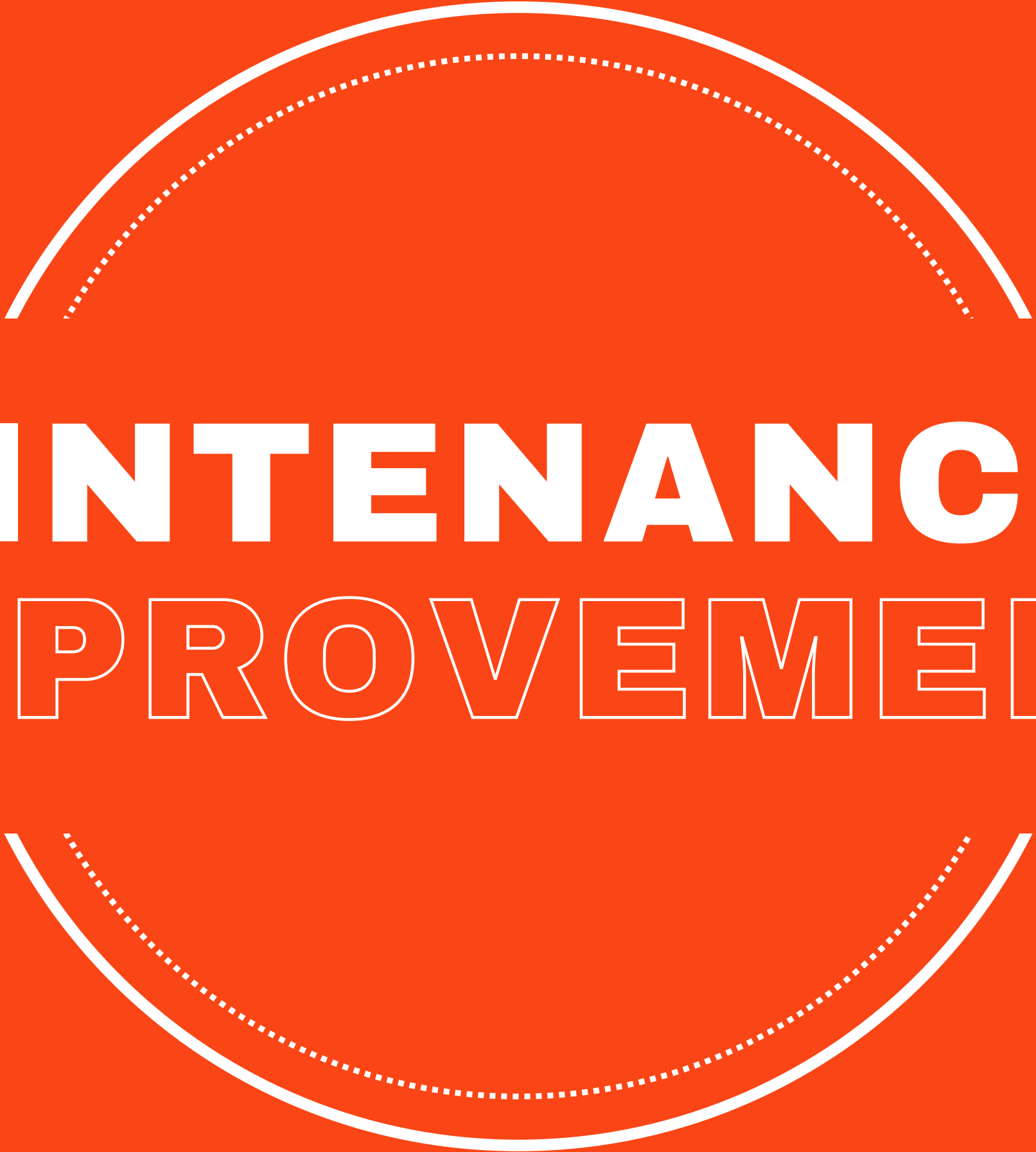




**ANALYTICS &  
EVALUATION**

# ANALYTICS TO WATCH

- **Search ranking:** how high a website appears on search engine results pages
- **Bounce rate:** percentage of visitors who leave a website after viewing only one page
- **Conversion rate:** percentage of visitors who complete a desired action on a website, such as making a purchase or signing up for a newsletter
- **Traffic source:** origin of visitors to a website, such as organic search, social media, or referral
- **Average session duration:** average length of time a visitor spends on a website
- **Page load speed:** time it takes for a web page to load fully



**MAINTENANCE &  
IMPROVEMENT**

# FRONT-END BEST PRACTICES

- **Content Review**

- Regularly review and update website content to ensure it remains accurate, relevant, and engaging; remove outdated information, broken links, or irrelevant content.

- **Mobile Responsiveness**

- Ensure that your website is responsive and functions well on various devices and screen sizes.

- **User Experience (UX) Improvements**

- Gather feedback from users and make continuous improvements.
- Conduct usability testing to identify and address any issues users may encounter.

- **Monitor Website Analytics**

- Use analytics tools to monitor website performance, user behavior, and traffic trends.
- Analyze the data to make informed decisions about content, design, and functionality.

- **Check Forms and Contact Information**

- Regularly test and verify that all forms on your website are functioning correctly.
- Ensure that contact information is accurate and up to date.

**THANK YOU!**