GATORWELL WEB REDESIGN & OPTIMIZATION

GATORWELL HEALTH PROMOTION SERVICES
STUDENT LIFE | UNIVERSITY OF FLORIDA

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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.

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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GatorWell is initiating a comprehensive redesign and optimization of their outdated website to elevate the their digital presence.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.

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TARGET AUDIENCE

Primary Audience

All Students at the University of Florida

Additional Site Users

Parents & Families of Students

Campus Partners

College Health Professionals

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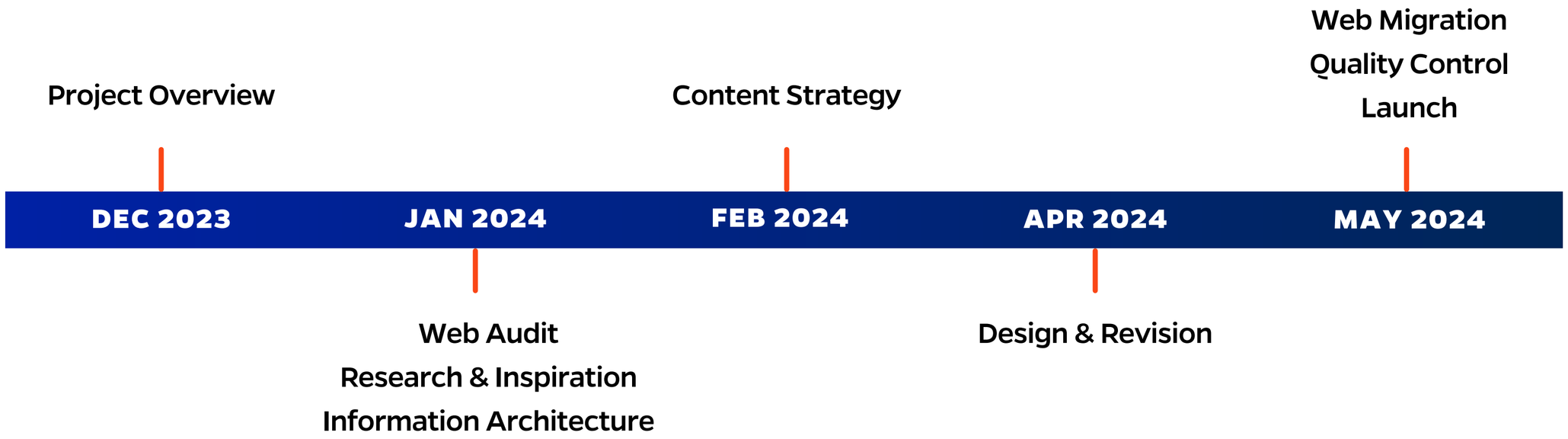
TIMELINE



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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:

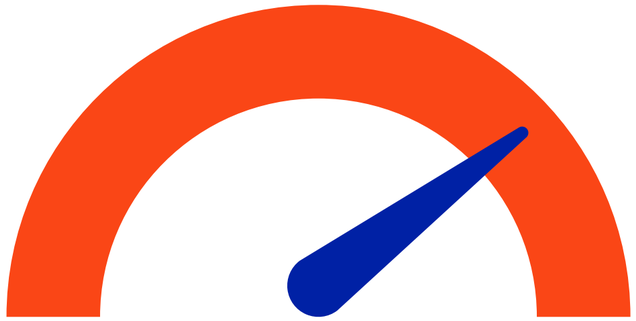
- Keywords
- Search Rankings
- Page Load Speed

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



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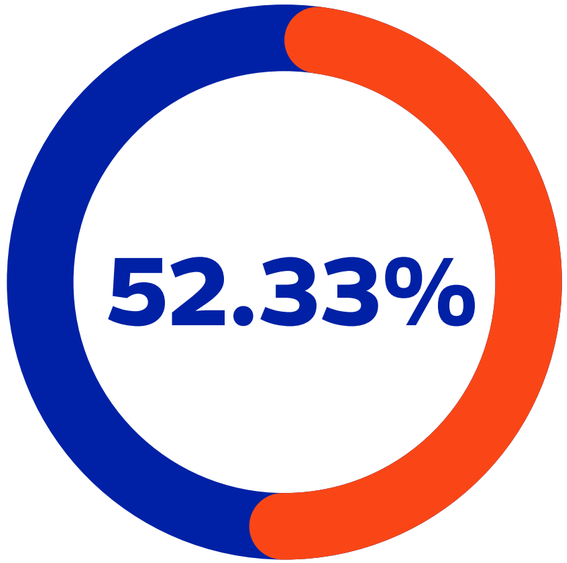
Views for Wellness Coaching



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

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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

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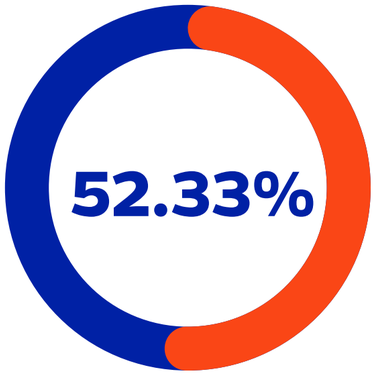
Views for Wellness Coaching



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

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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.

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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.

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MOODBOARD

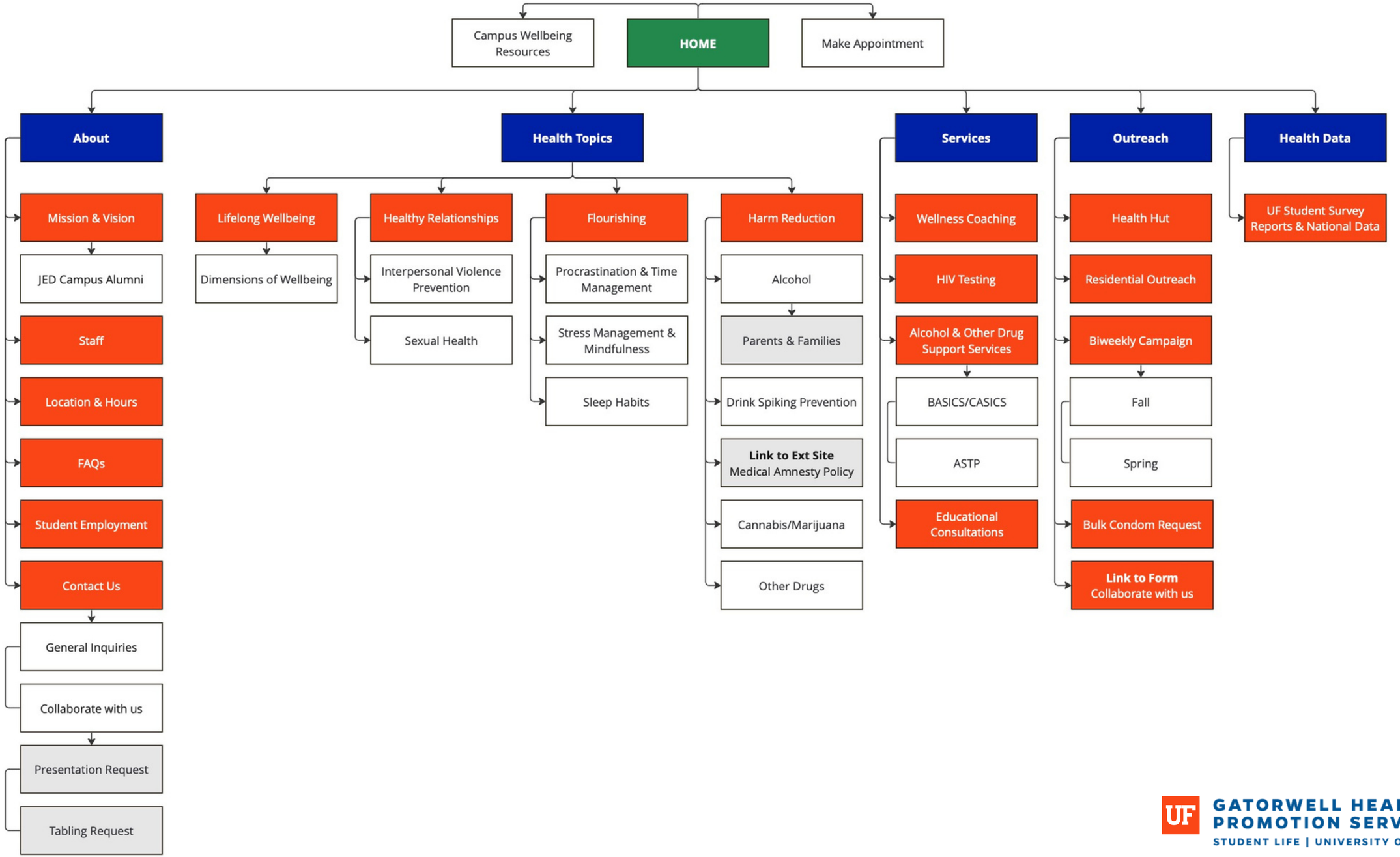
Sources for Inspiration:

- 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

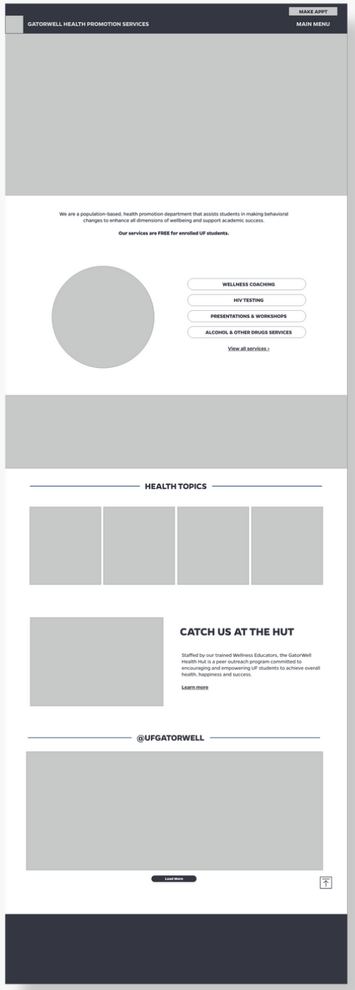
Due Date for Health Topic Content

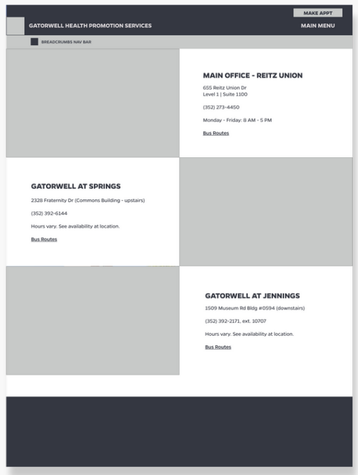
- Last week February

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

DESIGN & REVISION

MID-FI PROTOTYPE





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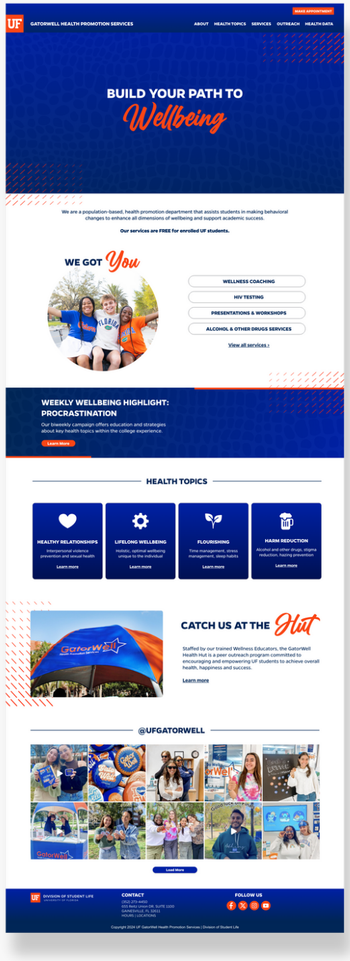
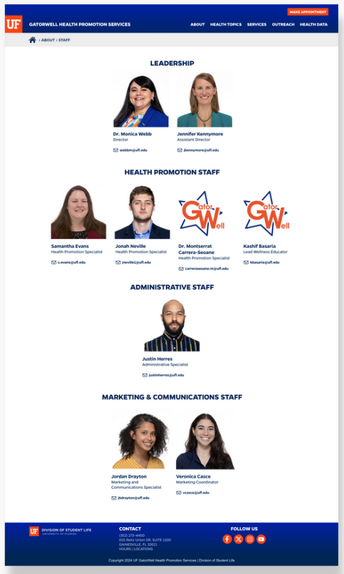
HI-FI PROTOTYPE





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RESPONSIVE MOCKUPS

NCHA
GATORWELL AT SPRINGS
MAIN OFFICE - REITZ UNION
HEALTH PROMOTION STAFF
BUILD YOUR PATH TO Wellbeing
HEALTHY RELATIONSHIPS
LIFELONG WELLBEING
FLOURISHING
HARM REDUCTION
CATCH US AT THE Hut
HEALTH HUT
WE GOT You
WEEKLY WELLBEING HIGHLIGHT PROCRASTINATION
AREAS OF FOCUS
WELLNESS COACHING FOR ACADEMIC SUCCESS
THE 9 DIMENSIONS OF WELLBEING
LIFELONG WELLBEING
Make Appointment
AREAS OF FOCUS
Time Management & Prioritization
Sleep Habits
Social Connection
UF GATORWELL HEALTH PROMOTION SERVICES
MAKE APPOINTMENT
WE GOT You
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.
All of our services are FREE for UF students enrolled in classes.
WELLNESS COACHING
HIV TESTING
PRESENTATIONS & WORKSHOPS
GATORWELL AT SPRINGS
2328 Fraternity Dr
(Commons Building - upstairs)
(352) 392-6144
Bus Routes
GATORWELL AT JENNINGS

VISION
All Gators living well, purposeful lives.
MISSION
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GOT You
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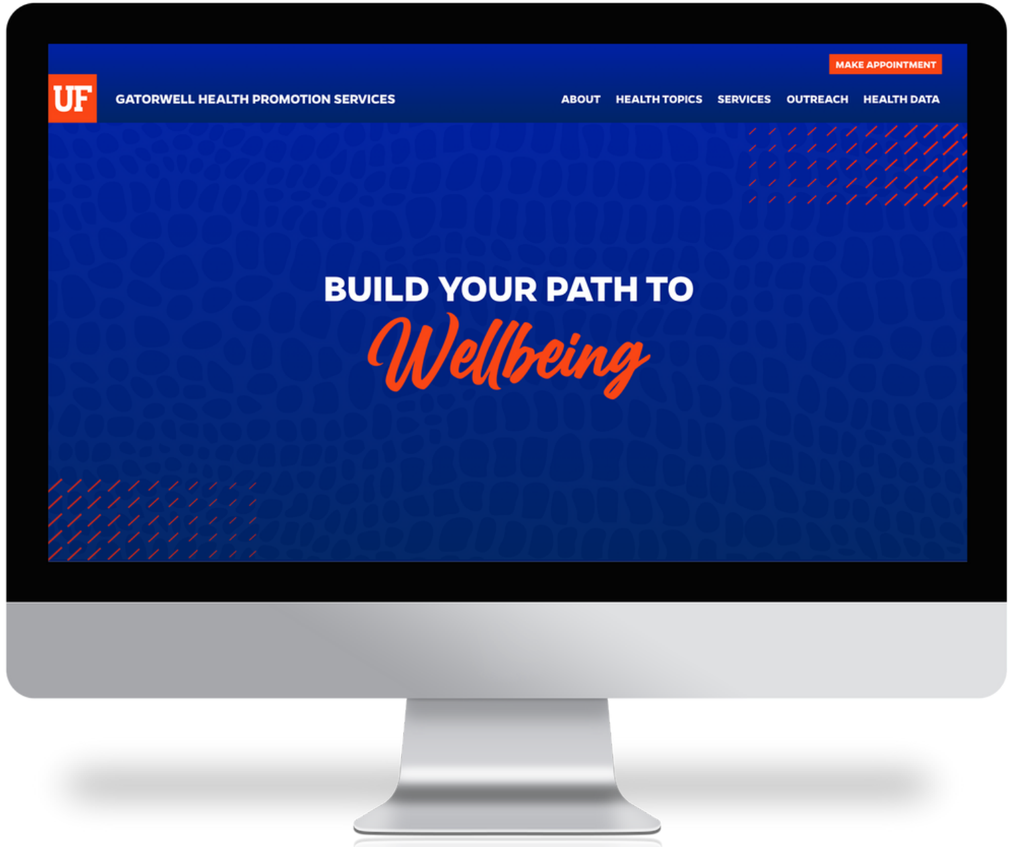
WELLNESS COACHING
HIV TESTING
PRESENTATIONS & WORKSHOPS
OTHER CAMPUS RESOURCES FOR ACADEMIC SUCCESS
Wellness coaching does NOT include psychological assessment or counseling, nutrition counseling, exercise prescriptions or fitness testing, tutoring or help on assignments, academic advising, or medical advice.
If you are seeking help in any of the above areas, click here.
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
Social Connection
Study & Testing Skills
CERTIFIED WELLNESS
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.
SPIRITUAL
ENVIRONMENTAL
SOCIAL
FINANCIAL


MAKE APPOINTMENT
UF
GATORWELL HEALTH PROMOTION SERVICES
ABOUT
HEALTH TOPICS
SERVICES
OUTREACH
HEALTH DATA
BUILD YOUR PATH TO
Wellbeing

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WE GOT You
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WELLNESS COACHING
HIV TESTING
PRESENTATIONS & WORKSHOPS
ALCOHOL & OTHER DRUGS SERVICES
HEALTH TOPICS
HEALTHY RELATIONSHIPS
Interpersonal violence prevention and sexual health
Learn more
FLOURISHING
Time management, stress management, sleep habits
Learn more
WELLNESS COACHING FOR ACADEMIC SUCCESS
Make Appointment
AREAS OF FOCUS
Time Management & Procrastination
Stress Management & Mindfulness
Sleep Habits
Study & Testing Skills
CERTIFIED WELLNESS COACHES

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!

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