



New York Geothermal Energy Organization

Client Identification

The New York Geothermal Energy Organization (NY-GEO) is a member-funded, 501(c)(6) nonprofit trade organization dedicated to the promotion of geothermal heating and cooling, specifically the use of ground-source heat pumps and systems, to support the clean-energy infrastructure of New York State.

From industry specialists to homeowners, NY-GEO exists to:

- 1) make known the benefits provided by geothermal heating and cooling, changes in state-wide or national clean energy initiatives, and developments in renewable energy legislation,
- 2) increase proficiency in geothermal heating and cooling system design and installation,
- 3) facilitate the exchange of industry expertise and promote collaboration among member organizations,
- 4) recognize industry excellence in research and system design, and,
- 5) connect consumers, contractors, and project managers to practitioners who can walk clients through the incorporation of geothermal systems into their projects.

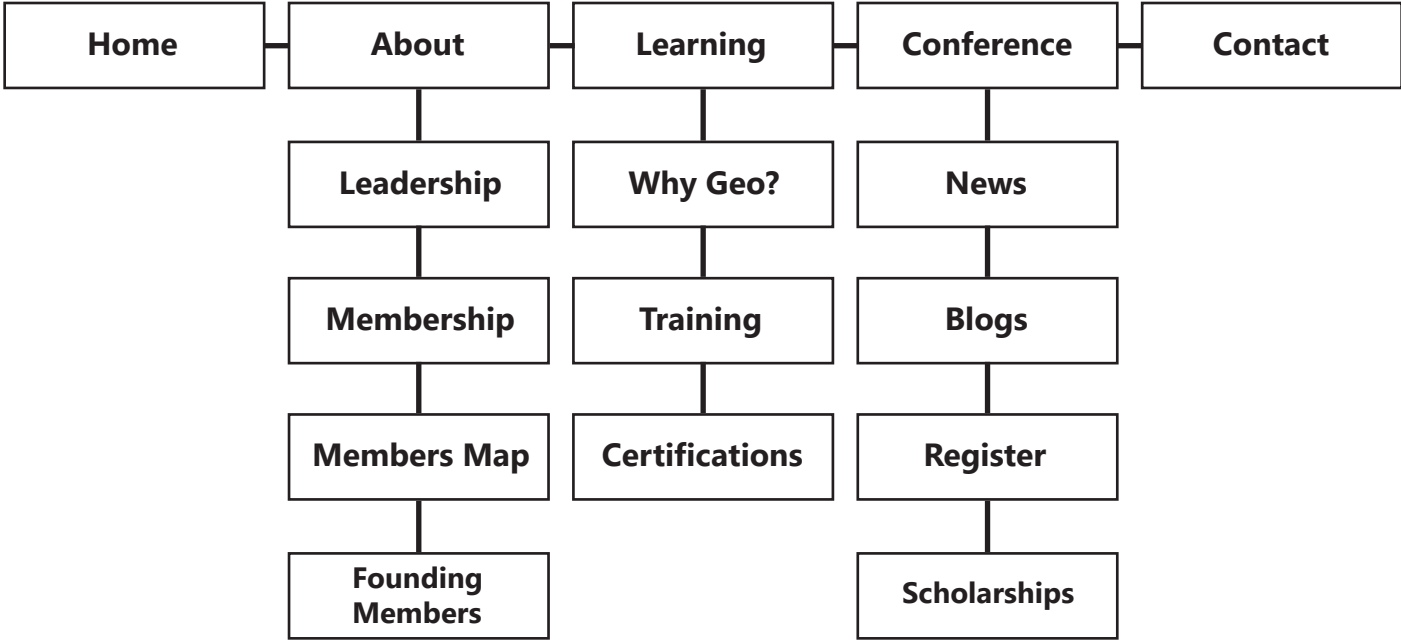
Analysis

An initial survey of the NY GEO website uncovered the complexity of the information hierarchy. Although the landing page was rich in content, it was unclear who the intended audience was. A slideshow banner displayed a mix of information about an annual conference hosted by NY-GEO, a geothermal clean energy challenge, and membership renewal. The seven-tab navigation bar and three content-columns were quite confusing. From an aesthetic standpoint, the blue, red, mint and forest green color scheme seemed to clash. Additionally, the logo did not seem very representative of geothermal energy.

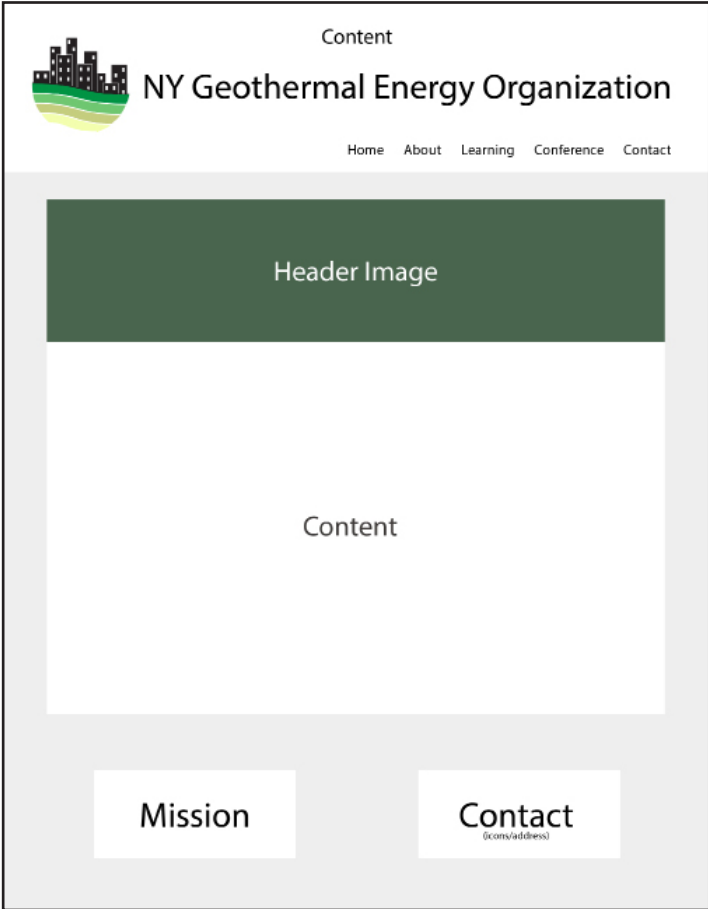
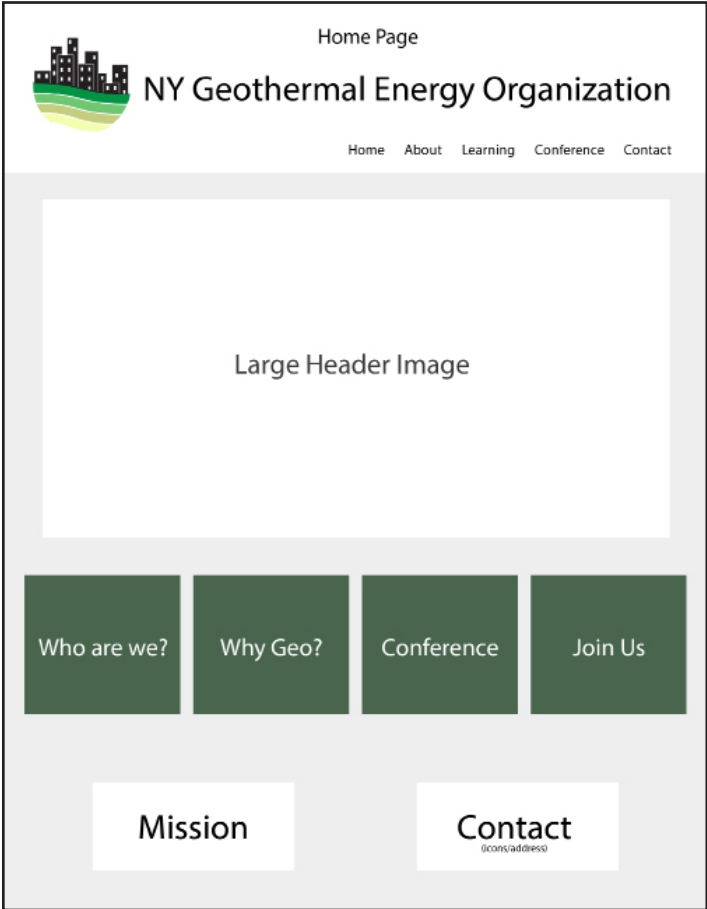
Based on our findings and an exploration of some of the websites of NY-GEO members, we decided that a majority of our attention should be focused on a home page redesign. Simplifying the navigation bar would make it much easier for visitors to find the information that they are looking for in a shorter amount of time. A logo redesign and the utilization of a new site-wide color scheme was deemed necessary as to increase perception of NY-GEO as being professional to industry professionals and policymakers as well as reliable to consumers.

NY-GEO serves a diverse group of individuals and we recognized the importance of incorporating language and a visual identity that resonates across the board. A simple and informative website redesign seemed like the most appropriate course of action to meet our client's needs.

Site Map



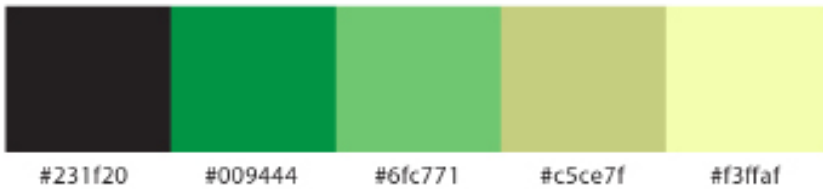
Wireframes



Style Guide



Logo Color Palette



Website Color Palette



Type Selection : Open Sans

Regular

Bold

Mission

We are dedicated to the promotion of geothermal heating and cooling, specifically the use of ground-source heat pumps and systems, to support the clean-energy infrastructure of New York State.

Screenshots



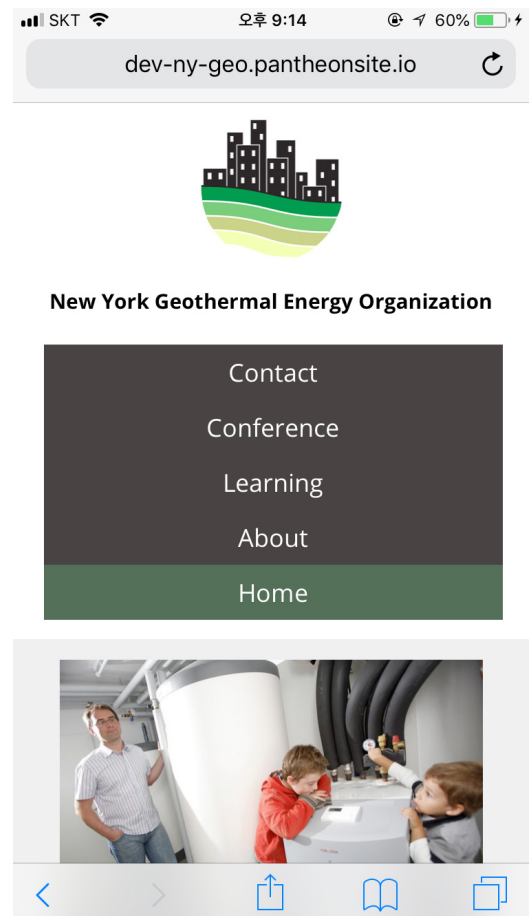
Original Site: Desktop



New Site: Desktop



Original Site: Mobile



New Site: Mobile

Training Outline

One of our primary tasks would be to set up the appropriate WordPress site permissions for the NY-GEO leadership team. We would add new users and set the appropriate permission levels from the **Users** section of the WordPress dashboard. Users having the *administrator* role would have full creative control over site content. New pages could be added by selecting the **Pages** link from the WordPress dashboard. Existing dynamic page content could be edited through this same section, specifically by clicking on the appropriate page name, making the necessary changes, and pressing the update button from the page editor. The page order in the site's navigation bar could be rearranged by selecting the **Menu** dropdown from the **Appearance** section of the WordPress dashboard. **Posts** would become relevant whenever NY-GEO has any content that they would like to add to the **News** or **Blog** section of the website. Users would click on the **Posts** link from the WordPress dashboard and could create or edit a post as well as assign a post to appear in the desired section of the site. Concerning the blog, it should be decided whether or not comments are going to be allowed on news updates or blog posts. If so desired, a subscriber system could be set up from the **General** dropdown of the **Settings** section of the WordPress dashboard. The **Discussion** dropdown could be used to moderate the comment section of the site. Additionally, the site title, tagline, and primary email address could be changed from this same section.

The best way to change any site images while maintaining an organized content library would be to first upload images to the **Media Library**, accessible through the **Media** link from the WordPress dashboard. These images could then be added to the desired page from the appropriate page editor.

If you have any additional questions, comments, or concerns, feel free to reach us at team5designs@buffalo.com
We thank you for selecting our site redesign service.

Team 5 Members:

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