

## E-MEMBERSHIP MINUTE

By Peter Kay

One of our readers asked, "What's wrong with our current Web site?"

Many Web sites are fundamentally flawed because instead of considering what the user will *want*, they attempt to control what the user can *do*. Because Web media is different from all others in that the user, not the author, is in control, most efforts to control user behavior usually fail. The solution is to identify the key tasks your users will want to complete once they get to your site and then make it as fast and easy as possible for them to get their job done.

With traditional media, the author controls both the content and the sequence of delivery and this allows a story to be told. A Web author still controls the content but the user controls the sequence of delivery and a story cannot be told. The Web is much more like an encyclopedia or a dictionary, not a brochure or a book.

Another common question I get is, "What should we be thinking about as we plan our redesign?"

Focus your Web planning on what users want to accomplish instead of what you want users to do because you *cannot control*

*what users will do when they get to your site.* Think about the types of products and services your company offers, the relevant audience(s), and *then* think about the tasks users will want to complete when they get to your site. Examples might include: find what's on sale, lookup the latest price, send a gift to a friend, find out your address and hours of operation, etc. Then design a Web site that makes it as easy and fast as possible for the user to accomplish those tasks.

Think of your Web site as a great customer service robot, not a deaf sales person. Identify key tasks your users will want to complete and build a continuously improving Web site that lets users get their jobs done in the easiest, fastest way. This will put you way ahead of your competition and your online sales will grow as well.

Send me your toughest e-business questions and if the topic is of general interest, I'll happily post your question and the answer.

Peter Kay is the president of CyberCom, a local Hawaii firm that develops leading-edge e-business Web systems and can be reached at [peterk@cyber-hawaii.com](mailto:peterk@cyber-hawaii.com).

## FROM THE DIRECTOR

Mark your calendar!

Each year the HVCB's Major Marketing Areas, along with the Island Chapters, host a series of island events designed to update you on current island specific marketing programs. The following dates are for this year's Events:

- Molokai, April 2
- Kauai, April 11
- Lanai, May 23
- Kona, June 20
- Hilo, July 17
- Maui, July 31

Mahalo,



Gina Salvador  
Director, Membership

## Aloha & Welcome To The HVCB Ohana...

*A Fairy Tale Wedding, Adventures In Paradise, Aqua Marina Hotel, Bamboo Jungle House, Beach Dog Rental & Sales, Chrissy Lambert Rhodes Photography, Continental Surf Hotel, Cycle City, Ltd., Graphic Placement Inc., Grove Farm Company, Inc., Hawaiian Ocean Promotions, Island Magic, Inc., Jack's Diving Locker, Kona Sunset, Queen's Surf Vacation Rentals, Quiet Storm Records, Inc, See In Sea Scuba, and Team Vision, LLC.*

## Here's What Members Have To Say

**A**ctive808.com is launching a new discount card program targeted toward active Hawaii visitors. For a limited time, HVCB members can join the program for FREE. Businesses offering a discount of 25% or more will also receive a complimentary card and spotlight promotions. Current discounts include 35% off South Pacific Dive School, 33% off Adventures in Paradise, 30% off Ocean Safaris Kayaks, 25% off Mountain Riders, 25% off Safari Helicopter, and more! Cardholders must book direct with participating vendors and present their cards for discounts. Join online at <http://active808.com/advertise.html> or contact Tandy Stepp at (877) 802-0389.

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## 11<sup>TH</sup> ANNUAL KEEP IT HAWAII AWARDS PRESENTATION

The Hawai'i Visitors and Convention Bureau announced today that its Keep It Hawai'i Program has received the most entries ever —131 in all—in the program's 11-year history. This year's winners will be announced Thursday, April 4, at the 2002 Keep It Hawai'i awards presentation, taking place at the Hawaii Prince Hotel Waikiki, starting at 11:00 a.m.

The Keep It Hawai'i Program annually recognizes businesses, organizations and individuals for their contributions and commitment to preserving and perpetuating Hawaii's cultural heritage and the spirit of Aloha.

The 131 entries will be judged in a variety of 18 categories, ranging from visitor industry staples like accommodations and restaurants to eye-catching subjects like architecture and visual arts. A panel of experts from each of the representative fields selects the top honor in each category, the Kahili Award.

Tickets for the 11<sup>th</sup> Annual Keep It Hawai'i awards presentation, which includes lunch, are \$36.50 per person and \$365 for tables of ten. Reservations must be made by Friday, March 22. Reservation forms can be obtained by contacting Martin Schiller at The Schiller Agency at [mds@tsg-hawaii.com](mailto:mds@tsg-hawaii.com) or by calling (808) 539-5720.

## Mahalo For Your Continued Support & Participation

*'I'I 'A ala Above Heaven's Gate, A Paradise Dream Wedding, A Treasured Moment Weddings of Hawaii, Aalii Wailana Sands Resort, Akatsuka Orchid Gardens, Akina Aloha Tours, Inc., Aloha Breeze Inn, Aloha Huelo Point Lookout, Aloha Junction B&B, Aloha Pualani, Aloha Wedding Planners, Inc., Alohawaii Properties By The Sea, Aluli Public Relations, Anheuser-Busch Sales of Hawaii, Inc., Arthur Andersen LLP, AssistGuide Inc., Beach Home Hawaii, Bridal Guide Magazine, C.S. Wo/B.J. Furniture, Ceridian Employer Services, Chanel Boutique, City Bank, Classic Aloha Vacations, Cliff's Edge, Commercial Sheetmetal Co., Inc., Creative Arts Hawaii, Dolphin Bay Hotel, E Noa Tours, The Estate Of James Campbell, Eurotours Hawaii, Inc., Events International Inc., Federal Vacation Co. Ltd., Flowers Forever, Fun Sun Vacations, Ltd., George House Academy, Gloria's Spouting Horn Bed & Breakfast, Hale Hoku Oceanfront Hideaway, Hale Kimo On Sunset Beach, Hale Tutu Bed & Breakfast, Hall's Plantation Estate, Hard Rock Cafe Maui, Hawaii Beachfront Vacation Homes, and Hawaii Condo Exchange.*

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### Visitors & Convention Bureau

For more information on membership or to submit articles for *Kahe Wale*, contact Scarlett Godinez in the Membership Department at (808) 924-0232.