

E-MEMBERSHIP MINUTE

By Peter Kay

A reader asks, "How can we design best Web usability from the beginning?"

There has been a paradigm shift in the way Web sites are structured and you need to consider this on your redesign project. Web sites have been traditionally *document* structured and today must be *task* structured. The common "site map", which was typically a tree-structured view of all the pages on the Web site, is dead! What you need now is a collection of "task maps" that illustrate a) the various tasks that your Web site allows users to accomplish and b) the specific steps, effort, and time required to accomplish those tasks.

So instead of thinking about all the different *documents* you want to publish on your site and which *section* they belong to, list out the different *tasks* a user will want to *accomplish*. The home page should definitely include a list of all these tasks so that now users can quickly get their job done. The navigation bars take on a whole new role as well. Instead of wringing your hands to make sure a user could go to any part of the site at any time, focus your efforts on allowing the user to navigate through a given task, not the entire Web site. You still need global navigation at the

top. Other navigational elements are specific to the current task.

As you build the site, include measuring technologies so that you can identify how well each task is being performed in terms of its effort, time, and actual completion. This way your continual Web development activities are tightly focused on either creating new tasks or making the existing ones better and faster. And of course because you can prioritize tasks according to revenue potential, you can maximize your ROI.

By designing your Web site according to tasks, not documents, you stay focused on implementing tasks that directly relate to revenue. And once those tasks "go live", you can closely measure and fine-tune them so they deliver the greatest performance. All this adds up to a Web site that stays focused on the bottom line while delivering the best possible user experience. And that is the magic formula for success online.

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.

FROM THE DIRECTOR

Aloha,

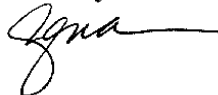
Do you wish you had more visitors to your website? Are you interested in learning more about the Hawaii Visitors and Convention Bureau's marketing programs? Maybe you're wondering "Who are the HVCB people to contact for various marketing programs?..."

Find out answers to these questions and more as the HVCB and Kauai Visitors Bureau team up to present "Shaping the Future with Care Together" to be held Thursday, April 11 at the Radisson Kauai Beach Resort, from 8:30 to 11:30 am.

For members and non-members alike, this is your chance to meet representatives from each of HVCB's Major Marketing Areas, and find out how their programs promote Kauai.

If you would like to attend, the registration form is available at www.gohawaii.com/memberevents, or call Janet Grace at (808) 924-0233 with any questions. Don't let this opportunity pass you by!

Mahalo,



Gina Salvador
Director, Membership

Aloha & Welcome To The HVCB Ohana...

Absolute Paradise Gay B&B, Akaka Falls House, Aloha Kauai Villas Resort, Aloha Polo Beach Cottage, North Shore, Anini Aloha Properties, Inc., At the End of the Road Bed & Breakfast, Birds In Paradise, Inc., Black Rock Illusions Magic Dinner Show, Divine Visions, LLC, Gobigisland.com, GolfSwitch, Grace & Style, Green Acres Cottages, Hale E Komo Mai, Island Outrigger Discount, Kalani Oceanside Retreat, Kapoho Tropical Vacation Rentals, Kohala Country Adventures Guesthouse, Kona Honu Divers, Inc., Kumula'au Hale, Lahaina Town Action Committee, Louis Pohl Gallery, Mahalo Photography Tours & Seminars, Masako Formals, Pacific American Gallery & Foundation, Pacific Telecommunications Council, Paradise Balloons, LLC, Paradise Helicopters, Promotions in Paradise, Speak, Inc., Sunny-K, LLC, The Cab/Americabs, The Kauaian, TourTalk - Hawaii Nei, Wailuku Guesthouse, Wavecrest Special, and Wild Ginger Inn.

MOLOKAI ISLAND EVENT RESCHEDULED!

Our Molokai Island Event has been rescheduled for Friday, May 10, 2002. For additional information please contact Diane Nichols at the Molokai Office at (808) 553-3876 ext 21.

Send us your brochures!

Would you like to have your brochures displayed at the HVCB Visitor Information Office, or available for use as a reference in each of our Worldwide Representatives' offices? For more information, please call Janet Grace in the Membership Department at (808) 924-0233.

Here's What Members Have To Say

Island Princess has been tantalizing the palates of Hawaii visitors and residents with original gourmet confections since 1985. Owner-operators, Dr. Michael Purdy and his wife Gwendolyn Purdy oversee the growing and processing of Macadamia Nuts on 1100 acres in Kea'au on The Big Island. Manufacturing is located in the Lagoon Drive area of Honolulu where the Factory Outlet Store features a wide selection of Island Princess products. Don't miss the opportunity to sample Macadamia Popcorn Crunch which was voted "The Best Caramel Corn in the United States" by Food Distributor Magazine or internationally renowned MELE MACS, a macadamia nut, toffee, chocolate treat that needs to be tasted to be believed.

For more information, please call (808) 839-5222 or visit www.islandprincesshawaii.com.

Mauui Scuba Diving is proud to present members of HVCB a 50% discount from our Maui fantastic beach diving. Must be a certified diver. All equipment is included. This is a guided tour to be selected at time of dive due to weather conditions.

Please call toll free (877) 873-4837 for reservations and ask for Jim Soos.

Mahalo For Your Continued Support & Participation

Abhasa Waikiki Spa, Action Sportfishing on Start Me Up, Activity World, Aldridge Associates, Aloha Bicycle Tours, Aloha Discovery Island Tours, Aloha Wedding Service, Aloha West Hawaii Properties, Ann & Bob Babson's Bed & Breakfast, Around the Clock Business Rentals, Becky's Bed and Breakfast, Bed & Breakfast Kauai, Certified Vacations Group Inc., Fabulous Homes - Maui Luxury Rentals, Fran's Garden Island Getaway, Gary's Tux Shops, Hale Kipa Golf Course Home, Hale Luana Bed & Breakfast, Hale Ohia Cottages, Hawaii Candy Inc., Hawaii Nature Center, Hawaiian Holidays Ltd., Hawaiian Riders, Hawaiian Vacations, Inc., Ho'okipa Bayview Cottage, HotelOnSale.com, Huelo Point Flower Farm, Huggo's, Island Gifts, Jack Harter Helicopters, Julio Guridi, Kilohana, Mandara Spa, Mohala Wedding Services, Oceanfront Realty International, Old Lahaina Luau, Paradise Weddings Hawaii, Penny's Place in Paradise, Poipu Beach Resort Association, Polynesian Hospitality, Precious Metals Hawaii, Pua Mau Place Botanical Garden, Ruth's Chris Steakhouse, SpeediShuttle LLC, Sun Islands Hawaii, Inc., Tauck World Discovery, The Big Surf, The Living Ministry, Tihati Productions, Ltd., Two Mermaids on the SunnySide of Maui Bed & Breakfast, Villas Of Hawaii - Canada, and Wai Ola Vacation Paradise.

HAWAII

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.