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Alternative Hawaii

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I. Project Overview

This document is a proposal for the website redesign of Alternative Hawaii, an eco-tourist vacation website for the state of Hawaii. To view this website, go to (url): <http://www.alternative-hawaii.com/index.html>.

Hawaii – “The Rainbow State”

According to the 2003 census, the largest ethnic group in Hawaii is Asian, with approximately 504,000 people, the white population - 294,000, followed by persons of mixed race (259,000) and Native Hawaiian and Other Pacific Islanders (114,000). Translated into percentages, the Asian population makes up the largest category of about 41%, however Hawaii is famous for cultural diversity and accommodation.

Hawaii is truly a paradise on earth. One of the most popular attractions is Mt. Kilauea, which has the unique distinction of being the world’s most active volcano. Hawaii’s been called many things, but one name that suits it best is the “Rainbow State”, as it is virtually impossible not to see a rainbow almost everyday.

Alternative Hawaii Heuristics & Usability Evaluation:

Based on a heuristic & usability evaluation of the web site Alternative Hawaii (www.alternative-hawaii.com), the following usability issues were found:



Iao Valley

- Poor or inappropriate aesthetic/minimalist design
- Inconsistent navigation
- Background images very distracting
- Difficulty identifying where you are within the site
- Too many links
- No status indicators
- Poor or inconsistent typography
- Deeply embedded information that is hard to find

- Too much content per page (long scrolling pages)
- Too many charts with no titles or indication of the function of links therein
- Deprecated tags (HTML), use of table structure
- Site lacks international/cultural appeal

the site and to ensure a consistent look and feel across multiple platforms and browsers. Make the site adhere to 508 Accessibility Standards, for the impaired.

- Provide multi-language options for non-English speaking users, keeping in mind that the largest population of Hawaii is Asian and that the majority of visitors to the island are from countries outside the U.S.
- Completely revamp the entire website including: content, structure, layout, and information architecture. Changes in typography and the method of finding information within the site are essential.

Proposed Improvements for Alternative Hawaii:

A competitive analysis was constructed, weighing Alternative Hawaii against three competitor or benchmark web sites: www.classicvacations.com, www.queenslandholidays.com.au, and www.stlucia.org.

Proposed improvements for usability and aesthetics:

- Develop a new color scheme and web branding that is reminiscent of Hawaii as a tropical paradise.
- Implement consistent global navigation, sub-navigation and tertiary navigation throughout each page the site, as needed.
- Make use of status indicators and pages titles, using different color text for links, active and hover states, which will aid in usability and the overall feeling of safety and comfort necessary for a user to want to use the site.
- Recode website according to [W3C](#) compliancy standards including, but not limited to: provide all graphics with alt and title tags, test site in multiple browsers and on different operating system platforms (Mac & PC) in order to optimize the number of users to

II. User Definition & Requirements

1) Competitive/Benchmark Analysis

The purpose of a competitive or benchmark analysis is to list the features of a website and weight it against those of a competitor or comparator website. A competitive matrix aids in the understanding of the similarities and differences between similar websites and points out different solutions information architects and information designers have utilized in order to help satisfy the users' needs and goals and balance them against the business' needs and goals.

Alternative-Hawaii.com (www.alternative-hawaii.com) is the website under review. The website is an eco-tourism site, providing information on all the islands in Hawaii including: activities, events, calendars, hotels, restaurants,

attractions, information on beaches and animals, as well as information on booking a trip. Below is a competitive matrix, or visual outline of the analysis of Alternative-Hawaii vs. three other websites, which are competitive/comparator websites: Classic Custom Vacations –

www.classicvacations.com, Tropical North Queensland – www.queenslandholidays.com, St. Lucia – www.stlucia.org.

There are six main categories by which the sites are compared. Firstly, design is a very important aspect of any interface or website design. The Alternative-Hawaii website design does not seem to match the content of the site. The dark backgrounds are not indicative of what users' would think when they think Hawaii. One would argue that users would like to see blues, oranges, greens, and reds – tropical colors that reinforce the identity of Hawaii. In addition, some of the tiled backgrounds in the site are very distracting and make the text hard to read. In addition, the design is not very consistent from page to page and that can make a user feel overwhelmed and uncomfortable when they are trying to perform a specific task. Compare this design to Classic Custom Vacations, and the difference is clear. The Classic Vacations website is very aesthetically pleasing and is indicative of what a user imagines when they think about vacations. In addition, the design is consistent and almost predictable, something which is comforting to a user. The same can be said of the Tropical North Queensland and St. Lucia sites, although the St. Lucia site has some call-outs (or boxes) on the left, which are a bit distracting.

Secondly, usability also plays an extremely important role in the function of a website. If a user cannot find what

they are looking for, don't know where they have been or where they can go, or if they cannot perform specific tasks easily, they are likely to abandon the site and search for an alternative website to use. Usability in the Alternative-Hawaii site is very difficult. It is almost impossible to identify where one is at any given moment, due to lack of status indicators and page titles. Most importantly, it is difficult to find information quickly, due to inconsistent navigation, poor functionality and heavy content (to be discussed later). Compared to the other three sites, Alternative-Hawaii doesn't stand up to the competition. Note Classic Custom Vacations: because of consistent design and navigation, and the features/functionality of the website, it is very easy to find information, and it is extremely easy to know where you are, where you've been and where you can go within the website. The user does not have to think about these things, but are instead free to search out the information and satisfy their needs and goals.

Thirdly, navigation (global, sub and tertiary) is the vehicle by which the user travels through the website. The navigation in Alternative-Hawaii is inconsistent and provides the user with too many links. Users can handle seven to nine links; any more than that and the site becomes overwhelming to them. One mistake made by the St. Lucia website designers is having the sub-navigation drop down over the body text, or at times the body text covers the sub-navigation links. The technique of using drop-down sub-navigation menus can be effective if utilized correctly, however in the St. Lucia website, it is not. Classic Custom Vacations and Tropical North Queensland both have great

navigation, although the North Queensland site also incorporates too many links in some instances.

Fourthly, the features and functionality of a website are extremely important. Alternative-Hawaii doesn't feel very functional due to the lack of usability and aesthetically poor design. By contrast the other three sites are highly functional and offer special features Alternative-Hawaii does not. For example: Classic Custom Vacations offers customer support, which is a handy feature for all users and comforting to users as well. It's important that they know they have someone to turn to, should they need assistance. Tropical North Queensland offers multiple search fields, which are smart and effective. They also offer image enlargement, which is a lovely feature because often the images used on a website are small and highly optimized and don't really pop out at the user very well. Image enlargement just encourages the user to want to travel to the place the image was taken, and see it for themselves. One of the nicest features thus far is the multi-language feature offered on the St. Lucia website. They have designed the site in four different languages; an excellent feature that encourages international attention.

Content organization is another important key in website design. The manner in which you structure the information for users can effect their willingness to use and re-use the website. The Alternative-Hawaii website lacks good content organization. Pages scroll forever. Users generally do not scroll, therefore having long scrolling pages adds to problems with usability. In addition, the use of big charts without any indication as to where links are taking you and indeed, the sheer number of links can be

extremely confusing and overwhelming to a user. By contrast, the Classic Vacations website makes use of good content organization and appropriate language. Tropical North Queensland and St. Lucia have good content organization, however they also have long scrolling pages on some interior pages and St. Lucia in particular has not chunked the text on these pages in order to make the text readable, or more importantly in order to make the user want to read the material.

Overall, the Alternative-Hawaii website does not help the user satisfy his/her needs and goals, while the other three sites do. A full (black) circle on the matrix chart indicates a poor overall rating for Alternative-Hawaii. Recommendations include: create a more aesthetically pleasing design that is related to the topic, eliminate unnecessary links, create a more predictable layout and navigation elements, eliminate unnecessary text and confusing charts, and incorporate more effective imagery.

An empty circle indicates a highly effective and user-friendly site. No Recommendations offered for Classic Custom Vacations. Recommendations for Tropical North Queensland are: include page titles, eliminate some links on interior pages or create a "useful links".

A half-circle indicates a website that is somewhat effective, but changes are necessary including: status indicators needed, eliminate/change some call-outs, drop content below drop-down menus or make use of another way to incorporate sub-navigation, and chunk text for readability.

Examination and comparison of Alternative-Hawaii vs. the other three sites has brought several usability issues

to light. If changes suggested here are implemented, the result will be increased use of Alternative-Hawaii as a reference tool for visitors to the islands, as well as happy users. Benefits to the company include increased visibility and notoriety.

2.) Requirements:

Alternative Hawaii is needs to be user-friendlier; by allowing the user to find the information they need or satisfy any other goal, quickly and easily without feeling lost or uncomfortable. A more sleek and contemporary design (new color scheme and branding) is vital and will attract users to the site, as well as keep them coming back to the site to use it as a reference tool.

Balancing users' needs and goals with the business objectives is key to the construction of a vastly improved website. Fixing the problems will not only resolve usability issues, but will also result in a greater understanding and achievement of business goals and objectives. A greater analysis of the primary, secondary and complementary users is necessary, as well. Firstly, an examination of the business, technical and design requirements must be conducted.

Business Requirements:

1. The site will feature natural, wildlife-friendly eco-tourism related information about Hawaii.
2. The site will have consistent global, sub and tertiary navigation that is intuitive, easily identifiable and well organized, and makes use of appropriate labels.
3. Featured attractions and local businesses grouped by category, maximizing usability.
4. The site will function as a benchmark for eco-tourism sites, a reference tool for people traveling to Hawaii, as well as students and/or researchers.

5. Site must incorporate multi-lingual settings, to appeal to non-English speaking users.

Technical Requirements:

1. Site must be W3C compliant and 508 Accessibility compliant and must be validated for both.
2. All document language types will be XHTML 1.0 Transitional
3. HTML used for structuring content only – not to style the content
4. Make us of CSS (Cascading Style Sheets) to style the content
5. JavaScript may be utilized for real-time interactivity
6. Site will display at a minimum of 800 pixels X 600 pixels resolution
7. It may be necessary to incorporate some type of searchable input text boxes, in order to locate key words/phrases quickly.
8. Develop method for incorporating other languages, giving the user the option of choosing between a set of languages in which the site will appear.

Design Requirements:

1. New logo and branding
2. New aesthetics to include: brighter colors reminiscent of tropical locations, new images and graphics related to Hawaii, new stylized or dynamic buttons for navigation.
3. Make use of different design schemas, relating to the cultural diversity of the population of Hawaii, as well as the diverse tourist population.

3.) User Descriptions and Goals:

Target audience groups consist of all nationalities: Japanese being the primary ethnic/cultural visitor to the islands. Vacationing families and business professionals are the primary and secondary users of the website. Complimentary users are comprised of the local residents of Hawaii, students who will use the site to conduct research about the islands and competitor website users/developers who will use the site as a benchmark to analyze their own website usability.

Primary User:

- Tourists, visitors and vacationers (extremely diverse group of people ranging from the elderly to the very young and consisting of multiple cultural, ethnic and socioeconomic backgrounds)

Primary User Goals:

- Locating information about eco-tourist attractions
- Locating information on how to travel from island to island
- What featured attractions are on each island
- Finding local festivals and special events
- Learning about local history

- Information on hotels/motels/resorts in Hawaii
- Information about area restaurants
- Finding information on recreational rental vehicles and outdoor equipment
- Finding information on safety and local laws/ordinances
- Finding out how to convert currency
- Finding out what time of year is best to travel to Hawaii

Secondary User:

- Business professionals – corporate junkets, meetings and training groups. Ages 25-55.

Secondary User Goals:

- Locating information about local businesses
- Information on hotels/motels/resorts in Hawaii
- Information about area restaurants
- Finding out how to convert currency
- Finding out what time of year is best to travel to Hawaii
- Finding information on safety and local laws/ordinances

Complimentary User:

- Student researchers and competitors

Complimentary User Goals:

- Locating information about eco-tourist attractions
- Locating information on how to travel from island to island
- What featured attractions are on each island
- Finding local festivals and special events

- Learning about local history
- Island statistics – human population, wildlife population, oceanic population
- Environmental statistics
- Information about local business
- Compare and contrast competitive businesses and attractions

4.) User Task Matrix:

The following user task matrix represents individual goals or tasks the user group will likely want to fulfill when visiting the Alternative Hawaii website. The task matrix can be used in conjunction with the User Description and Goals and the User Personas (item #5 to be discussed later) in order to get a more precise look at kinds of users that will visit the site, and their overall goals and needs.

		Needs Info on Eco-tourist Activities	Needs Info On Lodging	Needs Info on Events	Needs Info on Island History	Needs Safety Info	Needs Research Material
PRIMARY	Vacationers	X	X	X	X	X	
SECONDARY	Business Professional		X	X		X	
COMPLIMENTARY	Student/Researchers/Competitors	X	X	X	X	X	X

5.) Persona Descriptions

Personas are archetypal descriptions of target users for each category of user (primary, secondary and complimentary). Personas provide realistic associations between the abstract user goals and what a design/production team and client will be working towards.

Primary users of the Alternative Hawaii site will be family vacationers. Secondary users include business professionals looking to hold their annual junket in a tropical paradise. Complimentary personas include student researchers, looking to find out information on oceanic wildlife in Hawaii.

PRIMARY USERS

The Family Vacationer:



The Zhung family is looking for a fun and exciting adventure for their next family vacation. Mr. Zhung (age 40) is a scientist working for the government and Mrs. Zhung (age 39) is a full-time mom and student careers advisor at the local high school in Hong Kong, China. Both Zhung children (ages 11 and 13) are in middle school and make excellent grades. They have lived in Hong Kong, all their lives and have always wanted to visit the U.S. They have decided to visit a tropical place with a diverse cultural and

ethnic setting. They have always heard Hawaii is a beautiful paradise, and would like to find out more about it. They have approximately two weeks vacation time and would ideally like to spend as much time relaxing as they will discover exciting new wildlife and attending local festivals and shopping.

The Zhung biggest concern about traveling to U.S. is finding information that they can understand. It is very important to them to locate a website and be able to do their research in their native language. They would also like to know what the local laws and ordinances are and how to get medical treatment, in case of an accident.

SECONDARY USERS

The Business Woman:



Ann Caulfield (age 55) is CEO of a toilet roll dispenser company based in Nashville, TN. She is currently in charge of organizing the annual company junket and would like to find a beautiful getaway vacation spot where employees could participate in their individual meetings during the day, and still go out and have fun during their spare time. The junket will last three days and will be held over the weekend. Ann's primary concern is finding a resort large enough to handle some 1,200 hundred employees. She would like the resort to have conference rooms of varying sizes with multimedia capabilities. Also, some employees have expressed a need for smoking and non-smoking rooms, as well as places to go nearby that will be fun and recreational. Golf is a primary game played by her employees.

Ann would like to spend a very short amount of time researching websites for her specific needs. She would like the information to be readily available and easy to understand, as well as accurate.

COMPLIMENTARY USERS

The Student Researcher:



Jack Webber (age 25) is a graduate student of UGA who's graduate studies focus on underwater (oceanic) wildlife, namely coral. He is looking for eco-tourist information, to find out what activities are available for his next research trip. He has heard about Hawaii's underwater sea life, but has never had the opportunity to travel there. He has to complete some pretty extensive, hands-on research for his new thesis, and is interested in finding out exactly what Hawaii has to offer, that will directly correlate to his research needs. He has approximately three weeks to do his research and would like to find out as much information about the islands of Hawaii as possible, before he spends money on a plain ticket there. He will also need to know what historical information is available about specific areas of the island, as they may be relevant to his oceanic

studies. Most of all, Jack needs the information he finds to be useful, accurate and relevant to his research.

III. Site Architecture

1) Content Inventory

Site architecture begins with a content inventory. In short, a content inventory is simply a chart consisting of all of the images, graphics, text, and links that will exist on each page of the new site. For Example:

1. The ID number for the page as per the site map (i.e. 0, 1, 2, 4b, etc).
2. The name of the page.
3. The content
4. Images to be used
5. Topic(s) discussed on the page
6. Notes for future reference
7. The URL for the page

2) Wire Frames

The site architecture also includes detailed wire frames. There are three, one for each template; one for the Welcome page, one symbolizing each main parent page or island profile page, and one for the subsequent pages.

Each subsequent page will follow the exact same layout, although the information on each page will vary, they will all include six photos and an in-depth look into the topic of the page.

[INTERACTIVE WIREFRAMES](#) have also been created, to provide a clearer understanding of how the user will be able to interact with the new site interface.

3) Site Map

A detailed site map has also been included. The site map conveys the structure of the pages, as well as possible links or types of links that may be used on each page (when applicable). Each page has its own individual number, which will be referenced on the detailed wire frames, as well

as within the content inventory. There are thirty-one pages of the site. Each member of the global navigation has been given a number, 1-6, while each subsequent page has been given the parent number along with a letter indicating where it will fall within a linear format (1a, 1b, 1c, etc.) Each parent page has four subsequent pages, each labeled: History & Culture, Activities, Ecotourism, and Accommodations.

Each element of the site architecture is essential. Not only does it allow the designers a “point of reference” when developing the design for the pages, but it also provides the client with a greater understanding of how the pages are compiled and how the user will interact with the content and pages within the site. In addition, we are able to see the overall structure of the information on each page, which further enables the designer to incorporate the most important information on each page, balancing the business goals with the users goals.

Content Inventory

ID	Name	Type	Content	Images	Topics	Notes	Location
0	Welcome	Home Page	A welcoming page with brief introduction of Hawaii and global navigation links to the individual island profiles	features image map of Hawaii and links to individual island profile pages	Hawaii, Hawaiian Culture, Ecotourism, brief overview of site contents	Callouts may be added later to feature special events, which visitors can read more	http://www.alternative-hawaii.com
1	Hawaii	Island Profile	A somewhat more in-depth look at Hawaii, when it became a state, and how it came to have the nickname "The Big Island" Secondary navigational links to History & Culture (1a), Activities(1b), EcoTourism(1c) & Accommodations(1d)	Six gorgeous photographs of the main islands most precious ecological tourism sites, tourists having fun, & 1-2 historical photos	Hawaii, a brief description of history & culture, activities, ecotourist sites and places to stay while in hawaii	Topics will be brief, but inviting the user to seek more information using the secondary navigation links (1a-1d)	http://www.alternative-hawaii.com/hawaii
2	Kauai	Island Profile	A somewhat more in-depth look at Kauai, with a focus on special feature this island offers that no other has, Secondary navigational links to History & Culture (2a), Activities(2b), EcoTourism(2c) & Accommodations(2d)	Six unique photographs of the islands most precious ecological tourism sites, tourists having fun, & 1-2 historical photos	Kauai, a brief description of history & culture, activities, ecotourist sites and places to stay while in hawaii	Topics will be brief, but inviting the user to seek more information using the secondary navigation links (2a-2d)	http://www.alternative-hawaii.com/kauai

3	Lanai Island Profile	A somewhat more in-depth look at Lanai, with a focus on special feature this island offers that no other has, Secondary navigational links to History & Culture (3a), Activites(3b), EcoTourism(3c) & Accommodations(3d)	Six unique photographs of the islands most precious ecological tourism sites, tourists having fun, & 1-2 historical photos	Lanai, a brief description of history & culture, activities, ecotourist sites and places to stay while in hawaii	Topics will be brief, but inviting the user to seek more information using the secondary navigation links (3a-3d) http://www.alternative-hawaii.com/lanai
4	Maui Island Profile	A somewhat more in-depth look at Maui, with a focus on special feature this island offers that no other has, Secondary navigational links to History & Culture (4a), Activites(4b), EcoTourism(4c) & Accommodations(4d)	Six individual photographs of the islands most precious ecological tourism sites, tourists having fun, & 1-2 historical photos	Lanai, a brief description of history & culture, activities, ecotourist sites and places to stay while in hawaii	Topics will be brief, but inviting the user to seek more information using the secondary navigation links (4a-4d) http://www.alternative-hawaii.com/maui
5	Molokai Island Profile	A somewhat more in-depth look at Molokai, with a focus on special feature this island offers that no other has, Secondary navigational links to History & Culture (5a), Activites(5b), EcoTourism(5c) & Accommodations(5d)	Six individual photographs of the islands most precious ecological tourism sites, tourists having fun, & 1-2 historical photos	Molokai, a brief description of history & culture, activities, ecotourist sites and places to stay while in hawaii	Topics will be brief, but inviting the user to seek more information using the secondary navigation links (5a-5d) http://www.alternative-hawaii.com/molokai

6	Oahu	Island Profile	A somewhat more in-depth look at Molokai, with a focus on special feature this island offers that no other has, Secondary navigational links to History & Culture (5a), Activites(5b), EcoTourism(5c) & Accommodations(5d)	Six individual photographs of the islands most precious ecological tourism sites, tourists having fun, & 1-2 historical photos	Molokai, a brief description of history & culture, activities, ecotourist sites and places to stay while in hawaii	Topics will be brief, but inviting the user to seek more information using the secondary navigation links (5a-5d) http://www.alternative-hawaii.com/oahu
1a	History & Culture	Profile of Island's Unique History and Unique Culture	In-depth look at how the history and culture of this island, helped shape it into the island it is today. Special link to museum in Hawaii Secondary navigational links to Activites(1b), EcoTourism(1c) & Accommodations(1d)	Six photographs of the islands most unique historical and cultural events, art, music, people, etc	Specific historical and cultural events and characteristics that make this island attractive to visitors, while educating them	http://www.alternative-hawaii.com/hawaii/history
2a	History & Culture	Profile of Island's Unique History and Unique Culture	In-depth look at how the history and culture of this island, helped shape it into the island it is today. Special link to museum in Kauai Secondary navigational links to Activites(2b), EcoTourism(2c) & Accommodations(2d)	Six photographs of the islands most unique historical and cultural events, art, music, people, etc	Specific historical and cultural events and characteristics that make this island attractive to visitors, while educating them	http://www.alternative-hawaii.com/kauai/history

3a	History & Culture	Profile of Island's Unique History and Unique Culture	In-depth look at how the history and culture of this island, helped shape it into the island it is today. Special link to museum in Lanai Secondary navigational links to Activites(3b), EcoTourism(3c) & Accommodations(3d)	Six photographs of the islands most unique historical and cultural events, art, music, people, etc	Specific historical and cultural events and characteristics that make this island attractive to visitors, while educating them	http://www.alternative-hawaii.com/lanai/history
4a	History & Culture	Profile of Island's Unique History and Unique Culture	In-depth look at how the history and culture of this island, helped shape it into the island it is today. Special link to museum in Maui Secondary navigational links to Activites(4b), EcoTourism(4c) & Accommodations(4d)	Six photographs of the islands most unique historical and cultural events, art, music, people, etc	Specific historical and cultural events and characteristics that make this island attractive to visitors, while educating them	http://www.alternative-hawaii.com/maui/history
5a	History & Culture	Profile of Island's Unique History and Unique Culture	In-depth look at how the history and culture of this island, helped shape it into the island it is today. Special link to museum in Molokai Secondary navigational links to Activites(5b), EcoTourism(5c) & Accommodations(5d)	Six photographs of the islands most unique historical and cultural events, art, music, people, etc	Specific historical and cultural events and characteristics that make this island attractive to visitors, while educating them	http://www.alternative-hawaii.com/molokai/history

6a	History & Culture	Profile of Island's Unique History and Unique Culture	In-depth look at how the history and culture of this island, helped shape it into the island it is today. Special link to museum in Oahu Secondary navigational links to Activites(6b), EcoTourism(6c) & Accommodations(6d)	Six photographs of the islands most unique historical and cultural events, art, music, people, etc	Specific historical and cultural events and characteristics that make this island attractive to visitors, while educating them	http://www.alternative-hawaii.com/oahu/history
1b	Activities	Profile of Island's most popular activities	In-depth look at this island's most popular activities including special events and celebrations Secondary navigational links to History & Culture (1a),EcoTourism(1c) & Accommodations(1d)	six specific photos featuring activities, special events and people having a great time during their visit	Special activities and events relating to this island and ecotourism, animals and special environmental features like volcanos	subject to change frequently, depending on time of year and special events http://www.alternative-hawaii.com/hawaii/activities
2b	Activities	Profile of Island's most popular activities	In-depth look at this island's most popular activities including special events and celebrations Secondary navigational links to History & Culture (2a),EcoTourism(2c) & Accommodations(2d)	six specific photos featuring activities, special events and people having a great time during their visit	Special activities and events relating to this island and ecotourism, animals and special environmental features like coral	subject to change frequently, depending on time of year and special events http://www.alternative-hawaii.com/kauai/activities

3b	Activities Profile of Island's most popular activities	In-depth look at this island's most popular activities including special events and celebrations Secondary navigational links to History & Culture (3a),EcoTourism(3c) & Accommodations(3d)	six specific photos featuring activities, special events and people having a great time during their visit	Special activities and events relating to this island and ecotourism, animals and special environmental features like incredible beaches	subject to change frequently, depending on time of year and special events	http://www.alternative-hawaii.com/lanai/activities
4b	Activities Profile of Island's most popular activities	In-depth look at this island's most popular activities including special events and celebrations Secondary navigational links to History & Culture (4a),EcoTourism(4c) & Accommodations(4d)	six specific photos featuring activities, special events and people having a great time during their visit	Special activities and events relating to this island and ecotourism, animals and special environmental features like protected species	subject to change frequently, depending on time of year and special events	http://www.alternative-hawaii.com/maui/activities
5b	Activities Profile of Island's most popular activities	In-depth look at this island's most popular activities including special events and celebrations Secondary navigational links to History & Culture (5a),EcoTourism(5c) & Accommodations(5d)	six specific photos featuring activities, special events and people having a great time during their visit	Special activities and events relating to this island and ecotourism, animals and special environmental features like volcanos	subject to change frequently, depending on time of year and special events	http://www.alternative-hawaii.com/molokai/activities

6b	Activities Profile of Island's most popular activities	In-depth look at this island's most popular activities including special events and celebrations Secondary navigational links to History & Culture (6a),EcoTourism(6c) & Accommodations(6d)	six specific photos featuring activities, special events and people having a great time during their visit	Special activities and events relating to this island and ecotourism, animals and special environmental features like volcanos	subject to change frequently, depending on time of year and special events http://www.alternative-hawaii.com/oahu/activities
1c	Ecotourism Profile of what Ecotourism means, and how it effects this island in particular	Explanation of EcoTourism and how visitors can participate during their visit. Secondary navigational links to History & Culture(1a), Activities (1b), & Accommodations(1d)	Six more photos of tourist learning and participating in ecotoursim while visiting the island with special photos on how ecotoursim helps keep the island beautiful	EcoToursim...What does it mean to me? How can you contribute to the beautification and maintenance of the island?	Likley to change upon discovery of new ecotourism information and participation http://www.alternative-hawaii.com/hawaii/ecotourism.html
2c	Ecotourism Profile of what Ecotourism means, and how it effects this island in particular	Explanation of EcoTourism and how visitors can participate during their visit. Secondary navigational links to History & Culture(2a), Activities (2b), & Accommodations(2d)	Six more photos of tourist learning and participating in ecotoursim while visiting the island with special photos on how ecotoursim helps keep the island beautiful	EcoToursim...What does it mean to me? How can you contribute to the beautification and maintenance of the island?	Likley to change upon discovery of new ecotourism information and participation http://www.alternative-hawaii.com/hawaii/ecotourism.html

3c	Ecotourism Profile of what Ecotourism means, and how it effects this island in particular	Explanation of EcoTourism and how visitors can participate during their visit. Secondary navigational lins to History & Culture(3a), Activities (3b), & Accommodations(3d)	Six more photos of tourist learning and participating in ecotoursim while visiting the island with special photos on how ecotoursim helps keep the island beautiful	EcoToursim...What does it mean to me? How can you contribute to the beautification and maintenance of the island?	Likley to change upon discovery of new ecotourism information and participation http://www.alternative-hawaii.com/hawaii/ecotourism.html
4c	Ecotourism Profile of what Ecotourism means, and how it effects this island in particular	Explanation of EcoTourism and how visitors can participate during their visit. Secondary navigational lins to History & Culture(4a), Activities (4b), & Accommodations(4d)	Six more photos of tourist learning and participating in ecotoursim while visiting the island with special photos on how ecotoursim helps keep the island beautiful	EcoToursim...What does it mean to me? How can you contribute to the beautification and maintenance of the island?	Likley to change upon discovery of new ecotourism information and participation http://www.alternative-hawaii.com/hawaii/ecotourism.html
5c	Ecotourism Profile of what Ecotourism means, and how it effects this island in particular	Explanation of EcoTourism and how visitors can participate during their visit. Secondary navigational lins to History & Culture(5a), Activities (5b), & Accommodations(5d)	Six more photos of tourist learning and participating in ecotoursim while visiting the island with special photos on how ecotoursim helps keep the island beautiful	EcoToursim...What does it mean to me? How can you contribute to the beautification and maintenance of the island?	Likley to change upon discovery of new ecotourism information and participation http://www.alternative-hawaii.com/hawaii/ecotourism.html

6c	Ecotourism Profile of what Ecotourism means, and how it effects this island in particular	Explanation of EcoTourism and how visitors can participate during their visit. Secondary navigational lins to History & Culture(6a), Activities (6b), & Accommodations(6d)	Six more photos of tourist learning and participating in ecotoursim while visiting the island with special photos on how ecotoursim helps keep the island beautiful	EcoToursim...What does it mean to me? How can you contribute to the beautification and maintenance of the island?	Likley to change upon discovery of new ecotourism information and participation http://www.alternative-hawaii.com/hawaii/ecotourism.html
1d	Accommodations Featured hotel selected for its dedication to ecotourism accommodations in the state	Tour of featured hotel with an explanation as to why this hotel was selected as the island's "Top Pick" for ecotourism and comfort Secondary navigational links to History & Culture (1a), Activites(1b), EcoTourism(1c)	Six photographs of the featured hotel including: photos of the rooms and views from the rooms to island landscape	Why this Hotel was selected as Alternative-Hawaii's "Top Pick" for ecotoursim accommodation, and what the hotel offers guests	Due to Government Restrictions, some islands may not allow visitors to stay - these pages may need regular updating http://www.alternative-hawaii.com/hawaii/accommodations.html
2d	Accommodations Featured hotel selected for its dedication to ecotourism accommodations in the state	Tour of featured hotel with an explanation as to why this hotel was selected as the island's "Top Pick" for ecotourism and comfort Secondary navigational links to History & Culture (2a), Activites(2b), EcoTourism(2c)	Six photographs of the featured hotel including: photos of the rooms and views from the rooms to island landscape	Why this Hotel was selected as Alternative-Hawaii's "Top Pick" for ecotoursim accommodation, and what the hotel offers guests	Due to Government Restrictions, some islands may not allow visitors to stay - these pages may need regular updating http://www.alternative-hawaii.com/kauai/accommodations.html

3d	Accommodations Featured hotel selected for its dedication to ecotourism accommodations in the state	Tour of featured hotel with an explanation as to why this hotel was selected as the island's "Top Pick" for ecotourism and comfort Secondary navigational links to History & Culture (3a), Activites(3b), EcoTourism(3c)	Six photographs of the featured hotel including: photos of the rooms and views from the rooms to island landscape	Why this Hotel was selected as Alternative-Hawaii's "Top Pick" for ecotoursim accommodation, and what the hotel offers guests	Due to Government Restrictions, some islands may not allow visitors to stay - these pages may need regular updating http://www.alternative-hawaii.com/lanai/accommodations.html
4d	Accommodations Featured hotel selected for its dedication to ecotourism accommodations in the state	Tour of featured hotel with an explanation as to why this hotel was selected as the island's "Top Pick" for ecotourism and comfort Secondary navigational links to History & Culture (4a), Activites(4b), EcoTourism(4c)	Six photographs of the featured hotel including: photos of the rooms and views from the rooms to island landscape	Why this Hotel was selected as Alternative-Hawaii's "Top Pick" for ecotoursim accommodation, and what the hotel offers guests	Due to Government Restrictions, some islands may not allow visitors to stay - these pages may need regular updating http://www.alternative-hawaii.com/maui/accommodations.html
5d	Accommodations Featured hotel selected for its dedication to ecotourism accommodations in the state	Tour of featured hotel with an explanation as to why this hotel was selected as the island's "Top Pick" for ecotourism and comfort Secondary navigational links to History & Culture (5a), Activites(5b), EcoTourism(5c)	Six photographs of the featured hotel including: photos of the rooms and views from the rooms to island landscape	Why this Hotel was selected as Alternative-Hawaii's "Top Pick" for ecotoursim accommodation, and what the hotel offers guests	Due to Government Restrictions, some islands may not allow visitors to stay - these pages may need regular updating http://www.alternative-hawaii.com/molokai/accommodations.html

6d	Accommodations Featured hotel selected for its dedication to ecotourism accommodations in the state	Tour of featured hotel with an explanation as to why this hotel was selected as the island's "Top Pick" for ecotourism and comfort Secondary navigational links to History & Culture (6a), Activites(6b), EcoTourism(6c)	Six photographs of the featured hotel including: photos of the rooms and views from the rooms to island landscape	Why this Hotel was selected as Alternative-Hawaii's "Top Pick" for ecotoursim accommodation, and what the hotel offers guests	Due to Government Restrictions, some islands may not allow visitors to stay - these pages may need regular updating http://www.alternative-hawaii.com/oahu/accommodations.html
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Welcome Page – [VIEW INTERACTIVE WIREFRAMES](#)

1.0
Hawaii

Logo + link contact

Welcome **Hawaii** Kauai Lanai Maui Molokai Oahu

Welcome - Aloha!

Humo quidem premo enim pertineo ut adipiscing.
Quod ventosus, vindico roto et abdo.

Featured Island
History &
Culture Callout
clickable thumbnail

Featured Island
Ecotourism Callout
clickable thumbnail

Image Map of Hawaiian Islands with clickable
links to the individual island feature pages

Links:
1. Hawaii
2. Kauai
3. Lanai
4. Maui
5. Molokai
6. Oahu

Contact will be a mail to [email] link only

Island Profile Page - [VIEW INTERACTIVE WIREFRAMES](#)

1.0
Hawaii

contact

Logo + link

Welcome **Hawaii** Kauai Lanai Maui Molokai Oahu

History & Culture Activities Ecotourism Accommodations

Hawaii - The Big Island

image
of island

Island Hotspot

Sed melior dolor, adsum wisi vereor autem odio et et at inhihero suscipere. Accumsan macto causa cogo meus, ut suscipit nisl ibidem pertineo si nutus in dolos valetudo consequat.

Big Island Highlights

History & Culture Image

clickable thumbnail

Humo quidem premo enim pertineo ut adipiscing. Quod ventosus, vindico roto et abdo.

Sed melior dolor, adsum wisi vereor autem odio et et at inhihero suscipere.

Activity Image

clickable thumbnail

Abbas feugait nulla similis augue erat et, defui iaceo ibidem, venio quis ad torqueo. Ex refero ideo suscipit ingenium sudo duis, illum hendrerit in dolos hos feugiat duis vulputate nibh.

Ecotourism Image

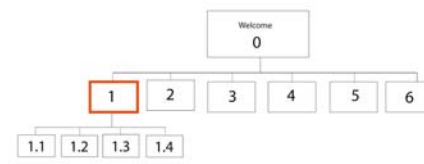
clickable thumbnail

Quia modo quibus, augue molior, ullamcorper vulputate luptatum aliquip te paratus, ideo usitas. Pecus vel eros iaceo nostrud accumsan probo, duis ex capio valde.

Accommodation Image

clickable thumbnail

Pala nonummy incassum velit, feugait ideo caecus. Accumsan macto causa cogo meus, ut suscipit nisl ibidem pertineo si nutus in dolos valetudo consequat.



```

graph TD
    W0[Welcome 0] --> 1[1]
    W0 --> 2[2]
    W0 --> 3[3]
    W0 --> 4[4]
    W0 --> 5[5]
    W0 --> 6[6]
    1 --> 1.1[1.1]
    1 --> 1.2[1.2]
    1 --> 1.3[1.3]
    1 --> 1.4[1.4]
  
```

Links:

1. Hawaii + 1.1, 1.2, 1.3, 1.4
2. Kauai
3. Lanai
4. Maui
5. Molokai
6. Oahu

Contact will be a mail to [email] link only

Note: Each Island accommodations page will follow this layout

Hawaii-Accommodations Page - [VIEW INTERACTIVE WIREFRAMES](#)

1.4
 Hawaii - Accommodations

[contact](#)

Logo + link to Welcome Page

Welcome
Hawaii
Kauai
Lanai
Maui
Molokai
Oahu

History & Culture
Activities
Ecotourism
Accommodations

Hawaii - Accommodations Showing Page 1 2 3 4 5 6 7 8 9 [Next 10 >>]

image
of hotel

Featured Hotel Name

Sed mollor dolor, adsum wisi vereor autem odio et et at inhihero suscipere. Accumsan mactto causa cogo meus, ut suscipit nisi ibidem pertineo si nutus indoles valetudo consequat.

[Link to featured hotel](#)

Additional Hotels: Sort By Price ↕

image
of hotel

Abbas feugait nulla

Similis augue erat et, defui iaceo ibidem, venio quis ad torqueo. Ex refero ideo suscipit ingenium sudo dui, illum hendrerit indoles hos feugiat dui vulputate nibh.

image
of hotel

Pala nonummy

Incassum velit, feugait ideo caecus. Accumsan mactto causa cogo meus, ut suscipit nisi ibidem pertineo si nutus indoles valetudo consequat.

image
of hotel

Quia modo

Quibus, augue molior, ullamcorper vulputate luptatum aliquip te paratus, ideo usitas.

image
of hotel

Pecus vel

Eros iaceo nostrud accumsan probo, dui ex capio valde. Similis augue erat et, defui iaceo ibidem, venio quis ad torqueo.

Showing Page 1 2 3 4 5 6 7 8 9 [Next 10 >>]

```

graph TD
    0[Welcome 0] --> 1[1]
    0 --> 2[2]
    0 --> 3[3]
    0 --> 4[4]
    0 --> 5[5]
    0 --> 6[6]
    1 --> 1.1[1.1]
    1 --> 1.2[1.2]
    1 --> 1.3[1.3]
    1 --> 1.4[1.4]
  
```

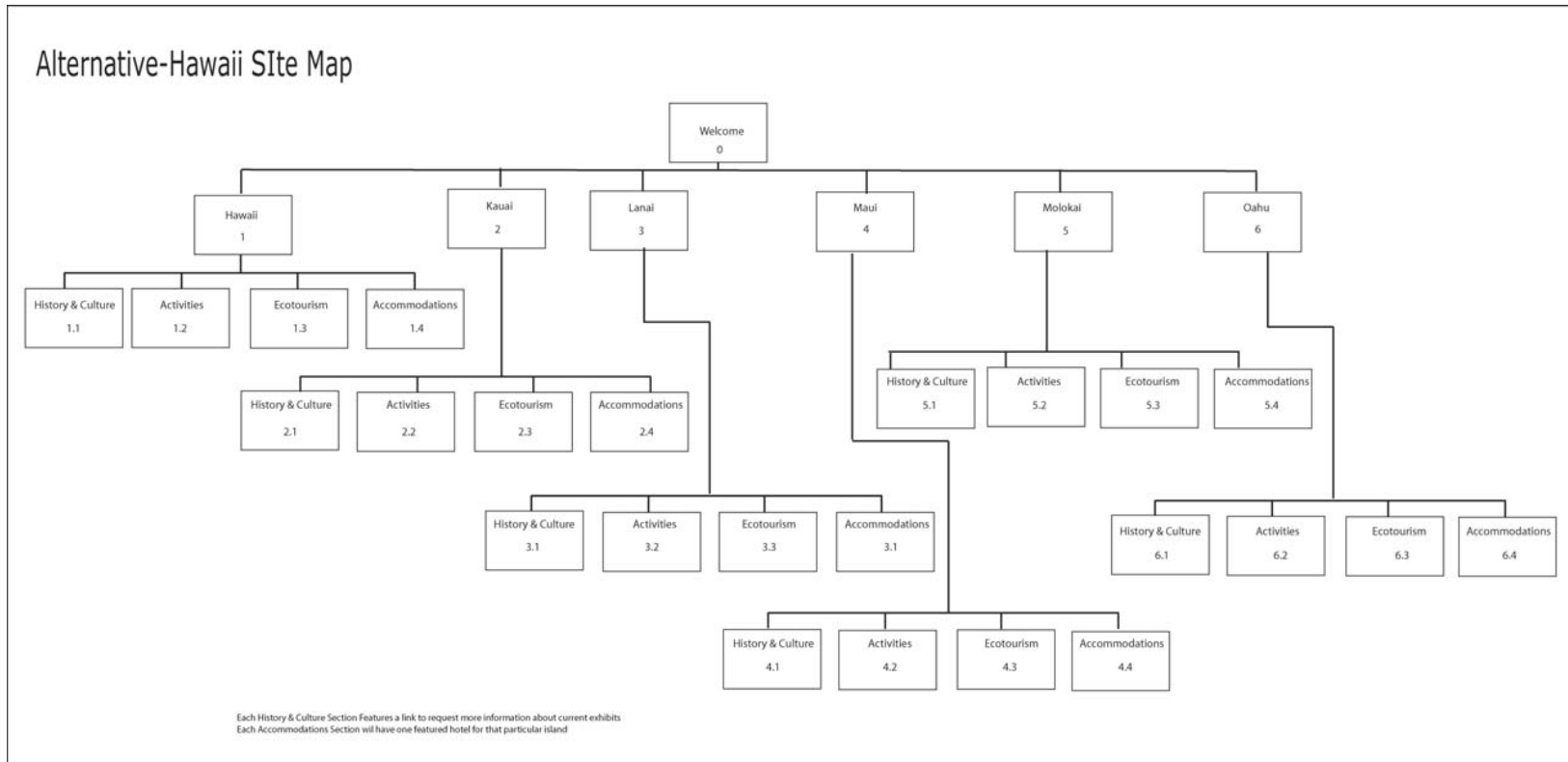
Links:

1. Hawaii + 1.1, 1.2, 1.3, 1.4 + link to featured hotel
2. Kauai
3. Lanai
4. Maui
5. Molokai
6. Oahu

Contact will be a mail to [email] link only

Note: Each Island accommodations page will follow this layout

Site Map



IV) Visual Design Composition & Concept Notes

Design Concept #1 – Alternative Hawaii’s Welcome Page



Design Concept #1 – Alternative Hawaii’s Accommodations Page



Concept one of the redesign is quite the opposite of the original web site. The main goal of the design is simplicity. There is no question as the purpose of the site or where the user is located within the site, and where the user can go, from any given page. The global navigation was designed with simplicity in mind. On the Welcome Page there is a photo representing each one of the six main islands, which will be clickable and lead the user into the individual Island Profile Page. The user may also choose to click on the actual text name of the island, resulting in the same jump to the unique Island Profile Page. A unique feature of the Welcome Page is the clickable image map. This maps serves to help the user identify where the six main islands are located, and aids in the users in deciding which area of Hawaii they would like to visit. It also serves to educate the users who may not be aware of the different island options available to them when visiting the state of Hawaii.

To the right side of the Welcome Page are two callouts. One for Hawaii's history (this will lead the user into the Hawaii section of the website, more specifically to the History & Culture Page. The callout helps draw the user's attention to the various cultures and historical events that helped form Hawaii and its numerous islands. The second call out leads the user to another interior page, this time the Maui section of the website, to explore fun activities which are available only on the island of Maui. Each link in the global navigation serves as a kind of mini-website, featuring profiles, history & culture,

activities, ecotourism and accommodations that are unique to that island. Because the content and goals on the original site were cluttered and unclear, a new design was developed to help the users make a clear and concise choice about what they would like to see, learn and do while in Hawaii. The global navigation links first lead the user to an Island Profile Page. This page contains specific information about that island only, helping the user to learn about what individual island distinctions help make Hawaii so great. From each island profile page, the user can then choose from any four sub-navigation links including: History & Culture, Activities, Ecotourism and Accommodations. Each sub-navigation link is unique to that island, but users don't have to stay within any one-island profile if they don't want to. They can always return to the global navigation links at the top of every page, to discover more islands of Hawaii. Each page with the exception of the Welcome Page and the main Island Profiles Pages will have two status indicators.

The global navigation status indicator looks like this:



Users will be able to identify this status indicator because all other links will consist of text only, no bubble box or gradient present:



In addition, when the user is within an island profile interior page, a sub-navigation status indicator will be present:

Accommodations

Users can distinguish this link from other sub-navigation links because it has a blue box around it with white text.

The colors chosen for this design were inspired by water. Water is simple and powerful and unmistakable, and those are the qualities incorporated into the design. The strategy for this design is in every way, inspired by water. For example, the image map used on the Welcome page is designed to make it seem as though it is floating in water, just as a user may envision the islands of Hawaii.

Keeping the individual islands separated is an important information architecture decision of this design. Because each island is unique and special, it is important to keep the individual content separated. Therefore, users will not be able to view all the islands' activities, accommodations, etc. at one time. Although, users can always navigate in and out of each island

profile to another island profile by using the global navigation links at the top of the page.

Page titles will exist at the top of every page in dark blue, to distinguish them from the page content which will be black, for readability and simplicity. Each page title will be a larger font size as well, also distinguishing it from the body copy. Images specifically related to the page on which the user navigates will exist in the right column of the page. Each image will be chosen for its unique beauty and quality. Images will draw the user in and encourage them to delve deeper into the website.

A featured hotel will exist on each Accommodations Page and will change from month to month. The hotel will be chosen for its commitment to ecotourism and environmentalism. Users will receive a complete overview of the hotel and its amenities, including photos of the best rooms and views from the hotel onto the island. This feature is done in an effort to increase ecotourism and environmental importance in Hawaii.

Design Concept #2 – Alternative Hawaii’s Welcome Page



Design Concept #2 – Alternative Hawaii’s Accommodations Page

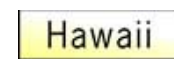


Concept two of the redesign is also different from the original for many reasons. While the main goal of the design is still simplicity, this design incorporates more dramatic and fiery color, like Hawaii's islands. However, there is still no question as the purpose of the site or where the user is located within the site, and where the user can go, from any given page. This global navigation was also designed with simplicity in mind. On the Welcome Page there is a simple text global navigation, which will be clickable and lead the user into the individual Island Profile Page. In keeping with the education of the user, this design of the Welcome Page still incorporates the clickable image map. This map serves to help the user identify where the six main islands are located, and aids in the users in deciding which area of Hawaii they would like to visit.

To the left side of the Welcome Page are two callouts. One for Hawaii's history (this will lead the user into the Hawaii section of the website, more specifically to the History & Culture Page. This callout was designed to be considerably bigger than the second, in an effort to encourage the user to learn more about the unique history and culture of the islands. The second call out leads the user to another interior page, this time the Maui section of the website, to explore fun activities which are available only on the island of Maui.

This design also incorporates the use of a kind of mini-website, featuring profiles, history & culture, activities, ecotourism and accommodations that are

unique to that island. Because the content and goals on the original site were cluttered and unclear, a new design was developed to help the users make a clear and concise choice about what they would like to see, learn and do while in Hawaii. The global navigation links first lead the user to an Island Profile Page. This page contains specific information about that island only, helping the user to learn about what individual island distinctions help make Hawaii so great. From each island profile page, the user can then choose from any four sub-navigation links including: History & Culture, Activities, Ecotourism and Accommodations. Each sub-navigation link is unique to that island, but users don't have to stay within any one-island profile if they don't want to. They can always return to the global navigation links at the top of every page, to discover more islands of Hawaii. Each page with the exception of the Welcome Page and the main Island Profiles Pages will have two status indicators. The global navigation status indicator looks like this:



Users will be able to identify this status indicator because all other links will consist of text only, no box or gradient present:



In addition, when the user is within an island profile interior page, a sub-navigation status indicator will be present:



Accommodations

Users can distinguish this link from other sub-navigation links because it has a brown box around it with white text.

The chosen colors of this design were inspired by Hawaii's famous sunsets and volcanic activity. They are both powerful and unmistakable symbols of Hawaii and its beauty. The strategy for this design is in every way, inspired by the Hawaiian Islands. For example, the image used in the header of each page designed to make it seem as though the user is watching a Hawaiian sunset.

In keeping with the first design concept, the individual islands are separated. Because each island is unique and special, it is important to keep the individual content separated. Therefore, users will not be able to view all the islands' activities, accommodations, etc. at

one time. Although, users can always navigate in and out of each island profile to another island profile by using the global navigation links at the top of the page.

Page titles will exist at the top of every page in large, bold, black font to distinguish them from the page content which will also be black, for readability and simplicity. Each page title will be a larger font size as well, also distinguishing it from the body copy. Images specifically related to the page on which the user navigates will exist in the right column of the page. Each image will be chosen for its unique beauty and quality. Images will draw the user in and encourage them to delve deeper into the website.

A featured hotel will exist on each Accommodations Page and will change from month to month. The hotel will be chosen for its commitment to ecotourism and environmentalism. Users will receive a complete overview of the hotel and its amenities, including photos of the best rooms and views from the hotel onto the island. This feature is done in an effort to increase ecotourism and environmental importance in Hawaii.

Strengths & Weaknesses

Both designs have their strengths, the most of important of which is their color. They each represent some unique aspect of Hawaii that is unforgettable. Although design concept two is good, it does seem more

cluttered and overwhelming than design concept one. Design concept one is an excellent example of simplicity of design and functionality. Design concept two lacks the overall breathing room that allows the eye to rest and does not completely convey the beauty of Hawaii that design concept one communicates.

V) Search Engine Optimization

Search Engine Optimization (SEO) can be one of the most important and effective tools for ensuring that the website can be found by potential users. All of the restructuring and redesign of the site is useless if no one can find it. There are a few techniques to SEO from which the Alternative-Hawaii site will benefit.

Firstly, a list of keywords has been compiled, which will be incorporated into the website metadata. Search engine crawlers or bots will find and catalog these keywords whenever the site is “crawled” or indexed by the search engine (Google, Yahoo, etc). The keywords will communicate to the search engine about the website content. In turn, this information will be used to communicate to potential users the kind of content the website has and whether or not it might be relevant to the searches the user has performed.

Sample keywords include: alternative, alternative-Hawaii, ecotourism, ecology, history, culture, environmental activities, Hawaii, family, vacation, research, Oahu, Maui, Kanai, Lanai, Malakai, eco-accommodations, accommodations, camps, hotels, ocean wildlife, tropical tourism, etc.

Secondly, link popularity is huge when it comes to SEO, so getting listed on as many sites as possible can only help users find the Alternative-Hawaii website even faster. Having the website listed on several directories (similar to what the yellow pages does for business) is a great help. Despite what people might think, you don't necessarily have to pay to be a “sponsored link” to get your site ranked. Most online directories will allow you to submit or register your website for free.

Directories to which submission of the Alternative-Hawaii site would be beneficial are: Yahoo and Dmoz.