

Haitai, Everyone!

It's been a long while since we had a meeting with our entire membership. I was hoping that we could have a face-to-face in-person meeting but it was not to be. So let's do the next best thing and have a ZOOM meeting where we can see and hear each other even tho it's remotely. I am still amazed that our world has changed so dramatically over the past several months and I'm not sure when, if ever, we will be able to resume life as we knew it. I still remain hopeful that we will all evolve to a higher level of "being" and "living". In the meantime, I am looking forward to this Saturday as a first step towards re-establishing our connections that was so abruptly ripped apart when COVID 19 hit our world. The agenda will be brief and will include the following:

1. Treasurer's report
2. Upcoming events:
  - a. Irei no Hi: two of our members, Shinye Gima and Byrnes Yamashita, will be playing significant roles in this celebration (more to be shared)
  - b. Virtual Okinawan Festival and utilization of in-house talents
3. Update on web page development (slides from last month's newsletter is attached)
  - a. Al Toma . . . database improvements and scope of inquiries
4. Open forum from the floor (members can share whatever is on their mind and hearts)

Hope to see you on Saturday!

OGSH June Zoom Meeting is inviting you to a scheduled Zoom meeting.

Topic: Hasai  
Time: Jun 20, 2020 09:00 AM Hawaii

Join Zoom Meeting  
<https://us02web.zoom.us/j/85655178701>

Meeting ID: 856 5517 8701

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Attachments area

## Agenda

- Introductions
- Our Goal
- Our process
- Prototype Walkthrough
- Questions
- Next Steps



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## Okinawan Genealogical Society of Hawaii

Webpage Redesign to improve engagement in preserving Okinawan culture and history



# Goal

To redesign OGSN landing page in a way that creates an easy to understand and navigate experience for the site visitors and potential members. The new experience will create continuous engagement which is the ultimate goal of OGSN.

# Challenge

Genealogy page on the HUOA website is OGSN's only online appearance to connect with their audience.

How we could fit and organize all the information, links and resources in an understandable, learnable and simple hierarchy in only one page?

# Problem

## Almost invisible

OGSN is the only Genealogy organization affiliated with HUOA but its hidden under a dropdown in their homepage and very hard to find.



## Lack of information

OGSH has a lot to offer yet, their single page on HUOA website is their only way of connection with the rest of the world and has little to no information to guide and direct the visitors to navigate and explore. As a result, most of the site visitors end up calling the organization for their questions or going to HUOA facilities and ask for experts' supports.



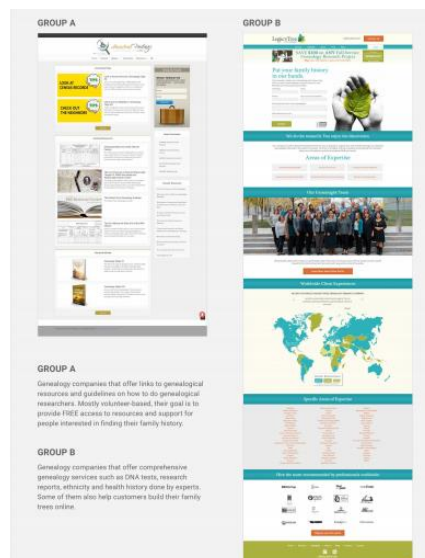
## Research

The process started with a questionnaire sending out to the stakeholders and potential users to answer whys and whats of the project; Questions like what is the primary goal of the webpage and what the visitors are looking for when landing on OGSH's page.

The result showed a huge gap between what the organization is and offers and what is shown on their webpage for the users. Also, lack of hierarchy and poor choices of color played an important role in lowering the bounce rate.

## A router to connect

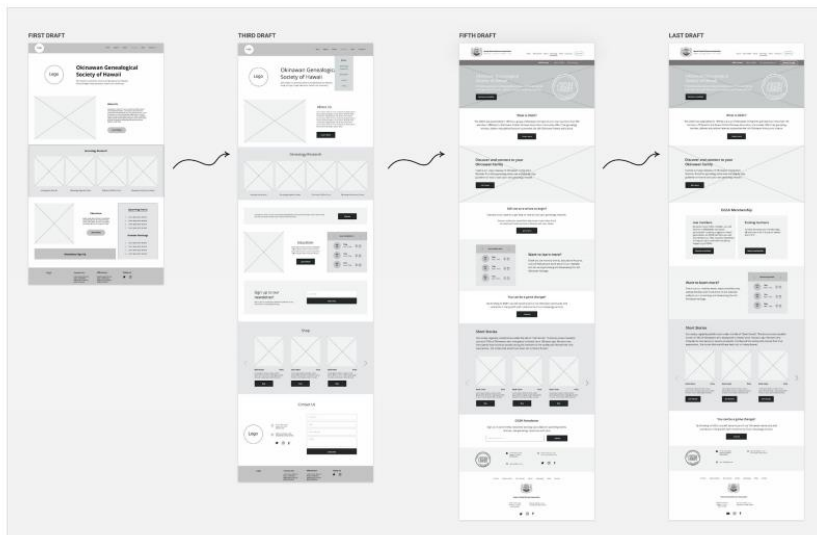
Our study showed that OGSH falls into group A. They act as a router and gateway for people to access different helpful resources. They provide easy to understand links to genealogical research guidelines and events and lectures to learn about Okinawan cultural heritage, and history. They also have support teams who provide professional help for beginners on how to start research on their own.



# Solution

In order to provide enough information about OGSB and their services, we created multiple pages within HUOA website exclusively dedicated to OGSB.

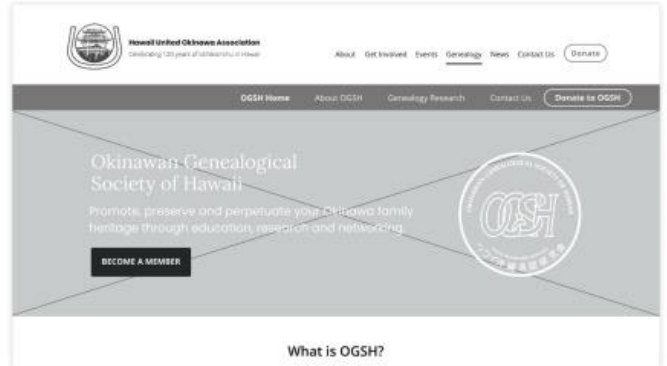
Creating hierarchy through pages' information and their visual design elements was the most important factor in creating an easy and pleasant navigation experience..



## Before



## After



# Prototype



## Next Steps

### SF team:

- Final refinement based on today's feedback and visual elements.
- Add a shop in the nav.
- Explore anchor links for within Research page
- Explore and redesign the database webpage.

### OGSH:

- Provide team with the full beginner's genealogy guide for the SF team to create the preview to purchase feature.
- Fulfill content requests:
  - Shop (items, descriptions, images)
  - Photos
    - Headshots of the team members
    - Events
    - General photos
  - Susan to send membership sign-up form to Donna then to SF team.
  - FAQs
- [Link to detailed questions....](#)

THANK YOU :)

