



The first responsibility that
we have is to each other.

— Kalani Ka'anā'anā, Hawai'i Tourism Authority



Global Support Services Management Plan

(Section 3.16)

Kilohana includes Wondros Digital, a team of strategists, designers, technologists, and analysts with deep expertise in user experience, product design and data narratives. **We understand the importance** of these assets to this scope of work as well as to the work of HTA and its partners and stakeholders. **We are excited to partner** in the requested capacities and have provided additional recommendations to support the overall HTA goals.

Our thoughtful user centered design will enable the destination site, Gohawaii.com and its subdomains media.gohawaii.com and sharingaloha.com, to connect with their targeted audiences and drive adoption for the key performance indicators of interest: Resident Sentiment, Visitor Satisfaction, Average Daily Visitor Spending, Total Visitor Spending Research.

GoHawaii.com Destination Websites

SECTION I. July- December 2022

As part of the GSSMP, our approach for Gohawaii optimization will consist of the following phased activities: discovery, user experience and content strategy, design, development, and ongoing analysis. Starting with a discovery phase, we will assess the current ecosystem of GoHawaii.com destination site including an audit of its 38 pages and subdomains media.gohawaii.com and sharingaloha.com. During discovery, we will work closely with HTA stakeholders to gather requirements on key measurable objectives for each destination site and changes required to the design or content architecture. This critical phase enables the development of the next activity, the content and user experience strategy, to optimize and enhance the destination site, aligned with stakeholder and program objectives. Once the UX and content strategy is confirmed, we create the user interface design into a prototype for review before proceeding with the website development. This scope assumes that the Gohawaii.com destination is the sole site that will be optimized with content and visual updates; the subdomains will likely remain *as-is* in terms of design and content. Pending available funds, subdomain visuals will be updated to align with Gohawaii.com. Design optimization of the site will follow the HTA brand guidelines and will integrate social media content developed within the social media management and creative workflows. Languages supported for build and optimization will include:

- English
- Japanese
- Korean
- Chinese
- German
- Spanish
- French

Throughout the various stages of the project, our project management team ensures a seamless workflow from start to finish across the multidisciplinary teams within Kilohana. Wondros project managers on the team will provide a series of documentation on updates, status, meetings, timelines and vital communication channels to connect our team to HTA, HTA MMAs, Island Chapters, and other

contractors. Below is a detailed overview of the activities for the Gohawaii.com website optimization and updates:

Ecosystem Audit – For the initial weeks of engagement, we will assess the current content and digital ecosystem of Gohawaii.com (over 30 pages of content) and its subdomains, media.gohawaii.com, sharingaloha.com and agents.gohawaii.com (over 40 pages of content) to best understand the various audiences served across the destination site and determine how the current content best caters to its audiences. This effort also includes an analytics review and SEO evaluation to optimize Gohawaii.com leveraging our SEO expertise and analysis. Deliverables include:

- Analytics and Content audit analysis and recommendations deck
- Current sitemap, if not provided
- Benchmarking analysis
- Traffic and engagement analysis

User Experience and Content Strategy – Our UX team conducts a series of activities prior to UI design to holistically assess *Gohawaii.com* user needs and requirements, and to benchmark against successful aspects that cater to the desired user experience. These activities result in a thorough and comprehensive user experience and content strategy approach, inclusive of personas, user journeys, sitemaps, and wireframes. This approach determines the UI, which is provided to clients for feedback as mid- to high-fidelity prototypes. Deliverables include:

- UX and content strategy documentation
- Revised sitemap
- User journey maps

User Design and User Story Collaboration – We will apply qualitative and quantitative user insights and data to frame, shape, investigate, understand, and ultimately produce designs that meet user goals. Our rigorous user-centered design practice relies on understanding user requirements and translating requirements into frictionless, clean designs and UI. While we will craft designs to match the user needs, we will ensure to follow the HTA brand guidelines specified at the beginning of the engagement as noted in the RFP. Within this activity, we will also include content updates using existing and new content assets, such as island imagery and social media content created.

UI Deliverables include: designs, high fidelity prototypes, and content updates

Analytics and Personalization – Our approach to analytics is to focus on data-derived insights first, distilling data into actionable and replicable learnings. We leverage our storytelling to ensure that disparate data sets across multiple streams are crafted into narratives that are understandable to all stakeholders. This results in performance reporting, insights, and data visualizations that focus on clear recommendations for improvements. Our analytics and data science team conduct disparate analysis on social media data to create a Sentiment Index, used to track the tenor of conversations related to

topics of interest. This level of data provides complementary insights along with equips targeted KPIs of interest: Resident Sentiment, Visitor Satisfaction, Average Daily Visitor Spending, Total Visitor Spending Research. The analytics team will continue to monitor trends in KPIs, especially related to data points outlined in past HTA studies ([here](#)).

All data and insights are available within our interactive dashboards, designed with decision-makers and executive HTA stakeholders as the primary audience. Deliverables include:

- Measurement & Analytics Project Brief
- Year One Roadmap
- Insights Dashboard prototype (real data model)
- Fully designed and developed Insights Dashboard platform (Visual Example [PDF](#))
- Monthly Insights
- Dashboard launch content: glossary, data dictionary

Performance Measures (Refer to GSSMP Performance Measures Worksheet Attachment for metrics)

Our team will consistently track, monitor and report on performance measures identified and prioritized by HTA stakeholders. Our analytics team will recommend additional measures to include in our tracking to provide a holistic insight into performance. This includes the following metrics reported and provided by our data visualizations in the insights dashboard provided to stakeholders:

Destination sites:

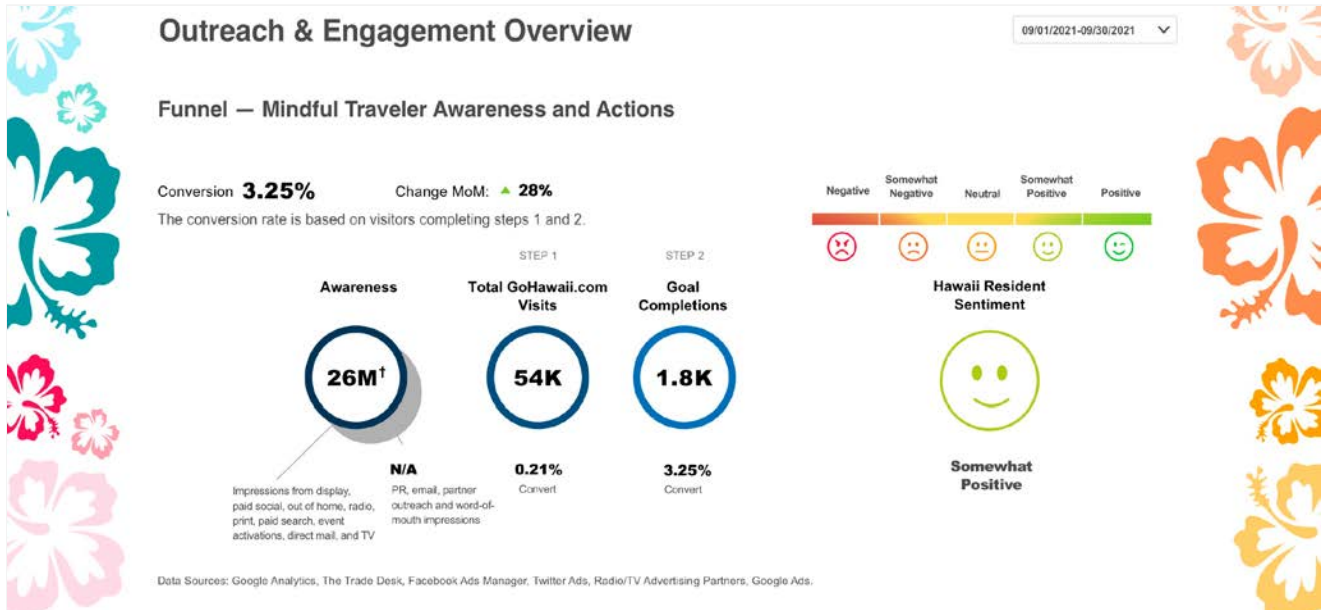
- GoHawaii.com: average session duration, number of page views, bounce rate, error rate, uptime percentage
- Media.GoHawaii.com: number of unique visitors, number of sessions, average session duration number of page views, bounce rate, error rate, uptime percentage
- Agents.GoHawaii.com: number of trade education sessions, number of trade education participants, number of agents completed training program (see BMP Performance Measures Worksheets, Travel Trade)
- SharingAloha.com: error rate, uptime percentage

Sentiment Tracking- This AI-based tracking can be hyper-derived toward either broad or narrow population, broken down by demographics like locale, psychographics, and socio-economic factors, and can account for influence level and reach of content. Areas of interest include:

- Social media conversations-tracked by volume of trending topics and prominent voices with influential reach to stay informed with what is top of mind for residents and travelers to engage and win over hearts and minds.
- Online mentions
- Resident and visitor sentiment

BUDGET: Total cost for website development: \$1,328,000.00

Insight Dashboard Example:



[Link to full comp](#)



One-Time Expenses

Note: Each shaded box indicates when work on each milestone will occur

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#GOHAWAII

SEO/SEM:

Ecosystem Audit & OPTIMIZATION



UX and Content Strategy:

Wireframes, User Journey, Personalization Opportunities, content recommendations and more



Insights Dashboards Platform:

initial setup, Roadmap, design, analytics/data collection, web development, glossary & data dictation



Web Content/Copy Development



Web UI Design and Updates



Website Development



Translation Support:

Japanese, Korean, Chinese, German, Spanish, and French



Island Photo Shoots



DESTINATION APPLICATION MAINTENANCE/AUDIT 2022

Monthly Maintenance and Audit:

GoHawaii Destination application ecosystem audit, recommendations and platform maintenance and content updates



MONTHLY PLATFORM MAINTENANCE 2022

Monthly Platform Maintenance:

Knowledge Bank Management, GoHawaii.com, GoHawaii Destination App, media.gohawaii (w/video hosting), SharingAloha.com



SOCIAL MEDIA PLATFORM MAINTENANCE 2022

Monthly Platform Maintenance:

Maintaining social media platforms/content management systems and communications



MONTHLY ANALYTICS REPORTING 2022

Monthly Report:

Insights Dashboard Analytics Reporting across GoHawaii.com (desktop), GoHawaii Destination application, and Sharing Aloha; Knowledge Bank and social media campaign/platform reporting



Destination Application Development

Section I. July-December 2022

As part of the GSSMP, Wondros will maintain the current GoHawaii application and ensure that it is optimized as needed. As we optimize content for the destination site, GoHawaii, we will conduct an audit to assess the contents from the desktop website against the application. Based on the audit assessment, we will recommend areas to optimize content as needed to HTA stakeholders. In 2023 we will apply our learnings to the redesign of the application. Maintenance of the application includes licensing, analytics, security, compliance and notifications.

Section II. January-December 2023

For the calendar year of 2023, Wondros will redesign the destination application and support the maintenance of Gohawaii.com, media.gohawaii.com, sharingaloha.com, and agents.gohawaii.com as part of Kilohana. This includes ensuring that any content updates are ADA compliant and apply to the data protection/privacy policies. As our team will maintain the sites on a monthly basis, this includes regular automated security checks and updates as needed. Throughout the maintenance period, we will work closely with HTA stakeholders to regularly update our insights dashboards with analytics reports on site performance and other KPIs identified.

In 2022 we will have conducted an ecosystem audit to inform our approach to redesigning the GoHawaii mobile application. Based on the audit assessment, we will detail out a UX Strategy, wireframes, user journey and new sitemap. The UX strategy will help us assess who the user is, where they are coming from, and how they may utilize the app for personalization features. Using the newly developed mobile application wireframes and updated visual experience from the 2022 GoHawaii desktop build, we will align these styles for consistency in the UI design. We will share interactive prototypes as we design to ensure the user experience logic. Our final steps will include the application web development and extensive quality assurance testing. After the application is launched we will maintain the application which includes licensing, analytics, security, compliance and notifications.

Deliverables include:

- UX and content strategy documentation
- Revised sitemap
- User journey maps
- Content development
- UI Designs
- UI high fidelity prototypes
- UI content updates
- Mobile application development
- Monthly Maintenance and content update

Performance Measures (Refer to GSSMP Performance Measures Worksheet Attachment for metrics)

Our analytics team will track, monitor and report on performance measures identified and prioritized by HTA stakeholders for the Gohawaii application. The following metrics will be included in the insights dashboard through data visualizations and editorial content to outline key insights to stakeholders:

- growth / acquisition rate (CPA)
- retention rate
- installs / uninstalls
- daily active users
- session duration by audience segment (new vs. retained)
- average revenue per user (booking/purchase conversions)
- user lifetime value
- personalization (set up, language, accessibility, interests)
- competitive intelligence + benchmarking

Video Hosting Service

Section I. July- December 2022

Continued maintenance of HTA, Island Chapters and Global Marketing Teams existing application licensed video hosting service. Housing HTA's intellectual property located at Media.GoHawaii.com.

Maintenance assumptions include:

- all integration of application tools is completed
- vendor account representative and support representative contact information, as applicable
- domain and SSL management, if necessary

Asset manager will provide weekly maintenance.

- User Management
 - Add/revoke users, as needed
 - Permissions management
 - Password reset
 - User support via "Contact Us" email link
- Video Hosting Service Management
 - Maintain video asset file structure/organization
 - Add/remove video assets, as needed
- Provide monthly/weekly system reporting, if capability exists and is applicable
- Video Hosting Service Management

Section II. January-December 2023

We will continue maintenance as described above in the previous year. All assumptions apply for the year 2023.

Digital Assets Management

Section I. July-December 2022

Kilohana will continue maintenance of HTA, Island Chapters and Global Marketing Teams existing application licensed digital asset library powered by Simpleview barberstock.com Digital Asset Management (DAM) systems. Maintenance assumptions include:

- all integration of application tools is completed
- vendor account representative and support representative contact information
- Domain and SSL management, if necessary

An asset Manager will provide weekly maintenance. Estimate pending volume of video and DAM assets managed, required maintenance, and user support required on a weekly basis

- User Management
 - Add/revoke users, as needed
 - Permissions management
 - Password reset
 - User support via "Contact Us" email link
- Digital Asset Library Management
 - Maintain asset file structure/organization
 - Add/remove assets, as needed
 - Provide monthly/weekly system reporting, if capability exists and is applicable

Section II. January-December 2023

We will continue to maintain the digital asset management system as described above. All assumptions apply for the year 2023

Transition Timeline Assumptions

Due to the maintenance services provided under GSSMP, we recommend a transition period of a couple weeks to a month to facilitate a knowledge transfer to Kilohana. Below outlines more detailed information on the transition areas recommended: Video hosting service and Digital Asset Management.

Video Hosting Service/Digital Asset Management Timelines

Two-weeks through one-month in order to facilitate a smooth transition and full understanding of operation, processes, asset organization, and documentation updates including but not limited to (HTA to provide provide available process documentation, methodology, and provide/arrange for):

- application usage training
- asset organization structure, methodology, and preferences
- process to create new users and set their permissions

- Single-Sign-On (SSO) usage and training, if applicable
- process for new user access request and HTA approval
- process to determine end user permission level, assuming multiple levels exist based on targeted usage
- process for auditing users to ensure user is still affiliated with HTA
- provide available process documentation and methodology
- co-branding assets, if applicable
 - process for end user to co-brand templates for opening title cards, lower thirds, end cards, and any other allowable elements
 - process to program assets, copy, call-to-action (CTA)
- any other industry trade knowledge required to manage this system application

Social Media Content Management

Section I. July- December 2022

Wondros will use two content management systems for social media; Hey Orca and Trello. These management platforms will allow us to share content and collaborate across the 13 HTA Island Chapters, Global Marketing Team, and other contractors.

Hey Orca

HeyOrca is a content management system that allows multiple stakeholders to collaborate, manage and approve social media content in advance of content being scheduled to go live on the predetermined social channels. This platform will be used to:

- | | |
|--------------------|------------------------------|
| ● Request content | ● Approve content |
| ● Request edits | ● Download content |
| ● Provide feedback | ● View social media calendar |

Trello

Trello is the visual tool that allows teams to manage content, workflow and store content from multiple sources. The collaborative work management app also allows teams to track projects, highlight tasks underway, show who they are assigned to, and detail progress towards completion.

Section II. January-December 2023

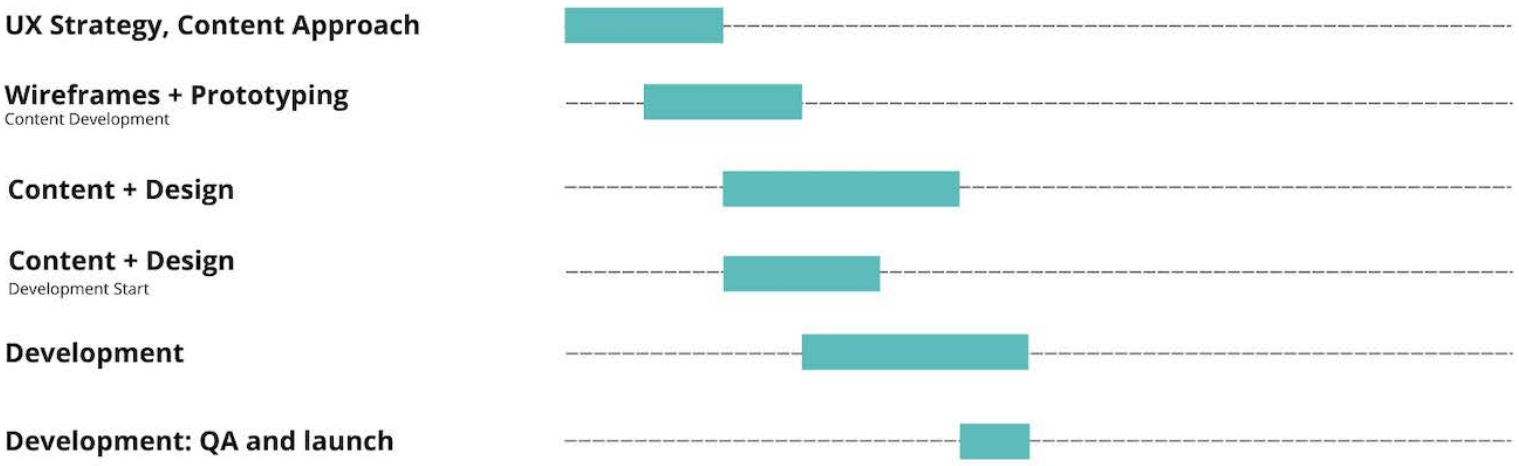
We will continue maintenance as described above in the previous year. All assumptions apply for the year 2023.



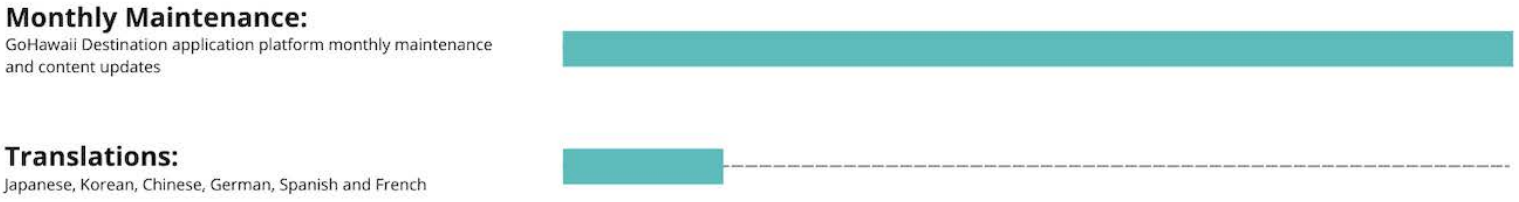
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GOHAWAII MOBILE APP REDESIGN 2023



DESTINATION APPLICATION MAINTENANCE 2023



MONTHLY PLATFORM MAINTENANCE 2023



SOCIAL MEDIA PLATFORM MAINTENANCE 2023



MONTHLY ANALYTICS REPORTING 2023

