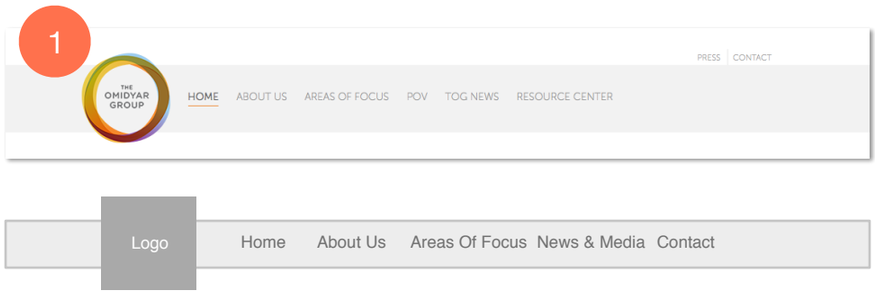
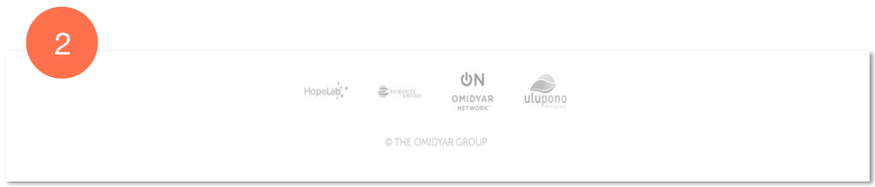
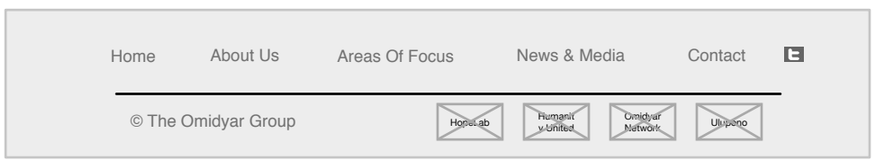
Omidyar Group Website Audit

Header & Footer

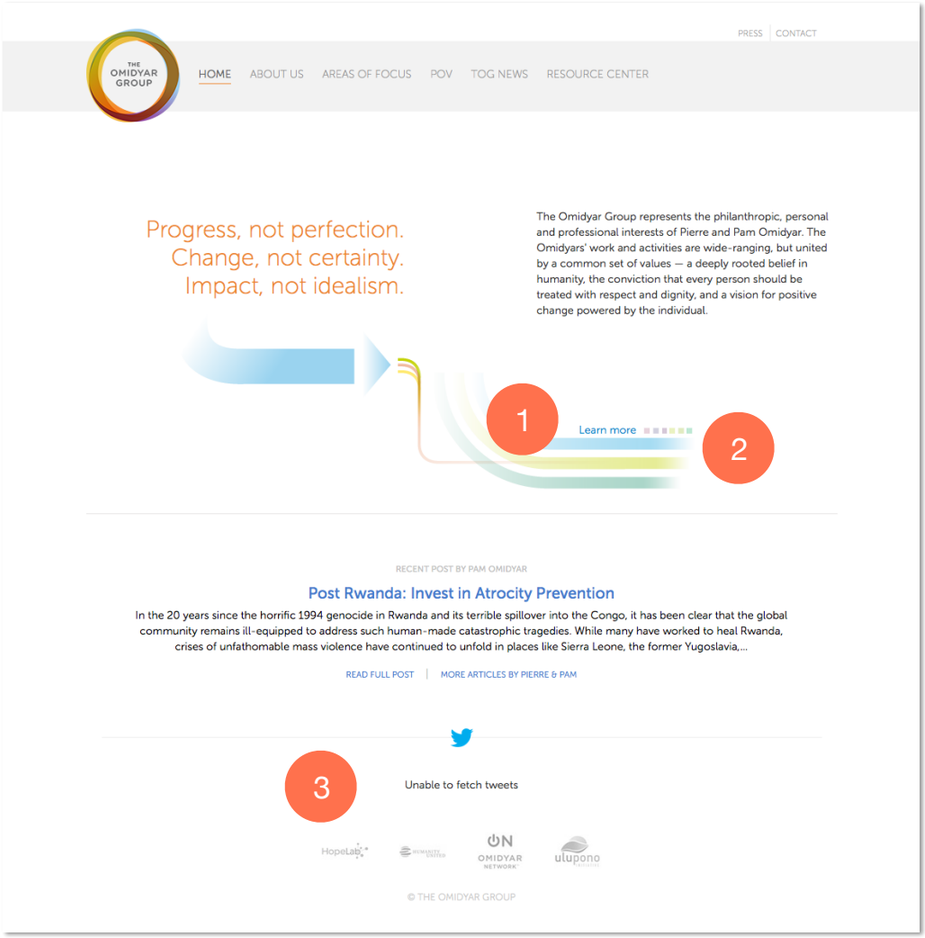


1 Remove press link and consolidate press materials onto contact page. Move contact link to main menu. As explained later, we also suggest consolidating TOG News and POV and removing resource center.





2 Footer can be fleshed out with contact information, social links, and a repeat of the header navigation.



Omidyar Group Website Audit

Home

http://www.omidyargroup.com

1. We suggest replacing or amending the animation with photography to add some personality to the page.
2. The clickable area for this link should be larger (could be a button).
3. Twitter feed is broken (a recent Twitter API update caused to happen to a lot of sites).

PRESS | CONTACT

THE OMIDYAR GROUP

HOME | ABOUT US | AREAS OF FOCUS | POV | TOG NEWS | RESOURCE CENTER

1

We are passionate about empowering individuals.

2

Our backgrounds are in technology and science. We are parents, entrepreneurs, humanitarians, citizens, thinkers, doers and philanthropists. We wear all of these hats at different times, and many simultaneously.

We believe that people are essentially good—people can be trusted, and generally have good intentions. This was a key belief in the creation of eBay in 1995, and has remained an integral part of our lives ever since.

We are committed to using our time, energy, and resources for the public good; it's our passion, and a challenge as great and rewarding as any we've experienced. We focus on the efforts we believe in most, and the places where we have distinctive contributions to offer. By cultivating the inherent capabilities that exist within each individual, we hope to have a positive impact on people and communities, promote human dignity, and alleviate suffering.

We believe in the power of people. In their creativity. In their ability to take action and bring about extraordinary change. In their desire to do good for themselves and one another. That belief in humanity is what drives us and unites all of our efforts.

We create opportunity for people.

We work to create the conditions and provide the tools people need to improve their lives and, subsequently, the world around them. Our vision comes to life through the organizations we create as well as the groups with whom we partner.

Within our own organizations, we put profits to work for social good through impact investing — from microfinance and entrepreneurship initiatives at Omidyar Network to sustainability for Hawaii's food, energy and waste systems at Ulupono Initiative. At Humanity United, we're addressing some of the most pressing human rights challenges of our time, with the aim of fostering peace and freedom in the places where these ideals are challenged most. At HopeLab, we're demonstrating how games and technology can improve kids' health, and breaking new ground with first-of-its-kind research and product development. Present in everything we do is a commitment to impact, and supporting and championing the front-line work of those driving social change. They are the people who inspire us.

Our work seeks to mobilize, catalyze, and maximize the best ideas and opportunities for individual empowerment. We aim to remove barriers, create common ground and enable connections across geographies, cultures, and personal divides.

Experimentation. Iteration. Progress.

Complex problems defy simple solutions. For every issue we focus on, we come to the table with specific goals but without preconceived notions about how to best achieve them. Our approach relies on experimentation, iteration and constant learning.

We recognize the constant change in the world around us. So our efforts often begin by working to understand the context of a given challenge within its larger system. We then identify the levers and channels within these systems that present the best opportunities for change, while being mindful of both the intended and unintended consequences of our actions.

This approach demands that we be dynamic and flexible, constantly adapting to the shifting nature of our world and mankind. We use this freedom to reach beyond what is expected to something more powerful—what is possible.

By staying true to core values, trusting in the essential goodness of humanity and embracing constant evolution, we will achieve our goals. We will build on what works, learn from what does not and keep moving forward.

Learn about our areas of focus

HopeLab | Humanity United | Omidyar Network | Ulupono

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Omidyar Group Website Audit

About Us

http://www.omidyargroup.com/about

1 This page feels somewhere between an article and a general information page that can be understood at a glance. Suggest moving towards the latter:

- Be more literal about specific things you do.
- Remove redundant copy and limit flowery prose.
- Personalize the company: Include Images and short bios of Omidyar Group stakeholders

2 This section should be condensed to a few sentences and given greater priority than the rest of the text.

Omidyar Group Website Audit

Areas Of Focus

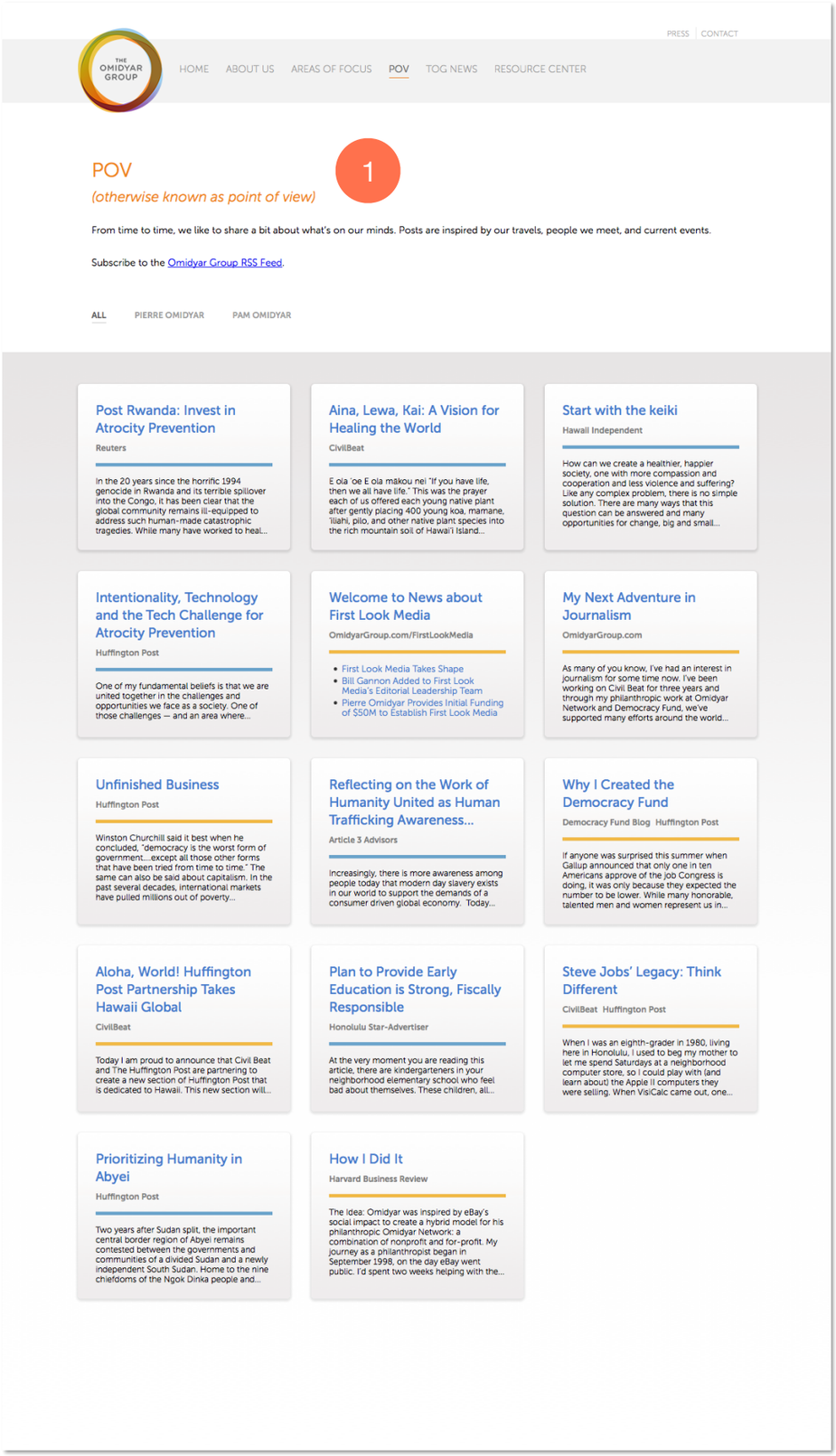
http://www.omidyargroup.com/focus

1. Provide more information on these other initiatives. Each initiative should have a logo and a small description (like the four organizations, though perhaps with less text). Remove from sidebar and place below organizations.

2. Display organizations (as well as initiatives/ interests) in a 2 column grid.

3. Rather than a separate section for Hawaii, add a location for all initiatives.

4. What is the connection to these organizations? Are they just organizations that Pierre and Pam like or are they affiliated?

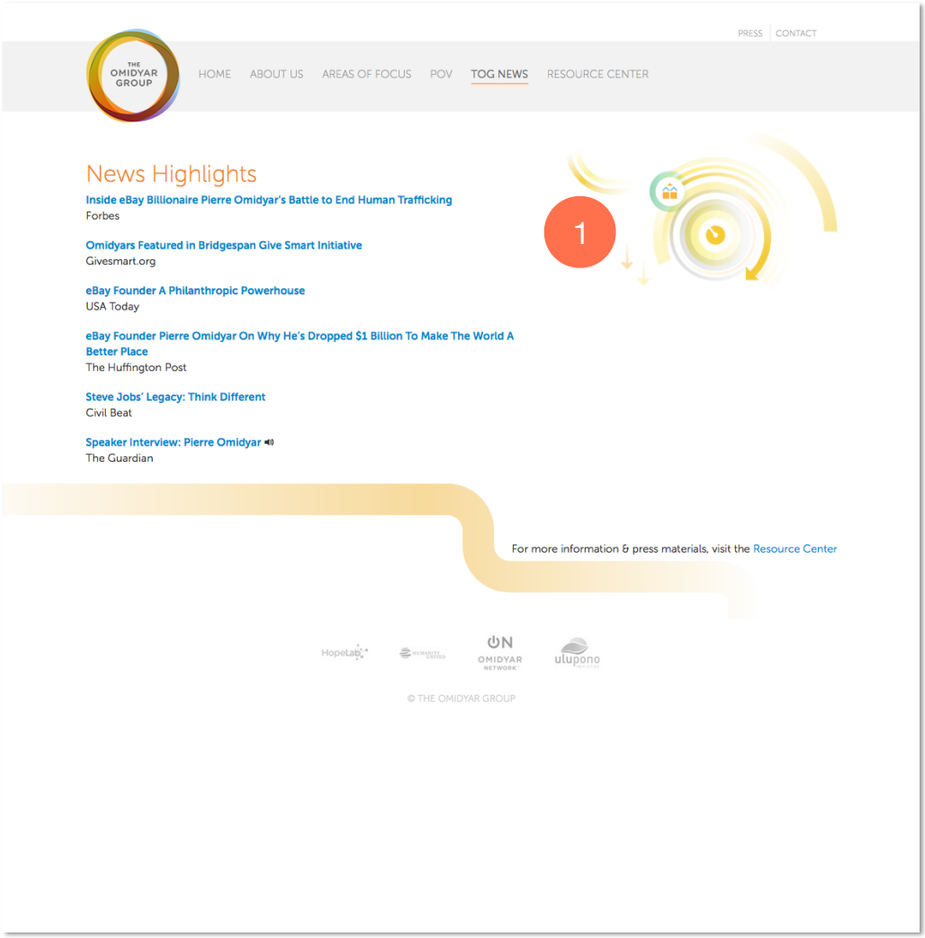


Omidyar Group Website Audit

POV

http://www.omidyargroup.com/pov

1 Suggest merging this section with the TOG News section and the videos on the resources page. The new page could be called 'News & Media'.



Omidyar Group Website Audit

TOG News

http://www.omidyargroup.com/news

1 Suggest merging this section with the POV section (place this content in the sidebar).

Logo

Home About Us Areas Of Focus News & Media Contact

News & Media

Post Rwanda: Invest in Atrocity Prevention

Posted April 14, 2014 by Pam Omidyar

In the 20 years since the horrific 1994 genocide in Rwanda and its terrible spillover into the Congo, it has been clear that the global community remains ill-equipped to address such human-made catastrophic tragedies.

Read More →

First Look Media Takes Shape

Posted January 27, 2014 by Pierre Omidyar

We've launched a new company website for updates related to First Look Media. Check out www.firstlook.org for the latest news about our progress.

Read More →

Eric Bates Joins the Team

Posted November 13, 2013 by Pierre Omidyar

I'm pleased to announce that Eric Bates is joining the NewCo team. Eric will be instrumental in helping us define our editorial strategy for a general-interest audience as well as the editing infrastructure we will need to support our independent journalists.

Read More →

Prioritizing Humanity in Abyei

Posted September 23, 2013 by Pierre Omidyar

Two years after Sudan split, the important central border region of Abyei remains contested between the governments and communities of a divided Sudan and a newly independent South Sudan.

Read More →

More Posts →

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His Holiness Visits Oahu

The Power of Aloha

Educate the Heart

In The News

Inside eBay Billionaire Pierre Omidyar's Battle to End Human Trafficking
Forbes

Omidyars Featured in Bridgespan Give Smart Initiative
Givesmart.org

eBay Founder A Philanthropic Powerhouse
USA Today

eBay Founder Pierre Omidyar On Why He's Dropped $1 Billion To Make The World A Better Place
The Huffington Post

Steve Jobs' Legacy: Think Different
Civil Beat

Speaker Interview: Pierre Omidyar
The Guardian

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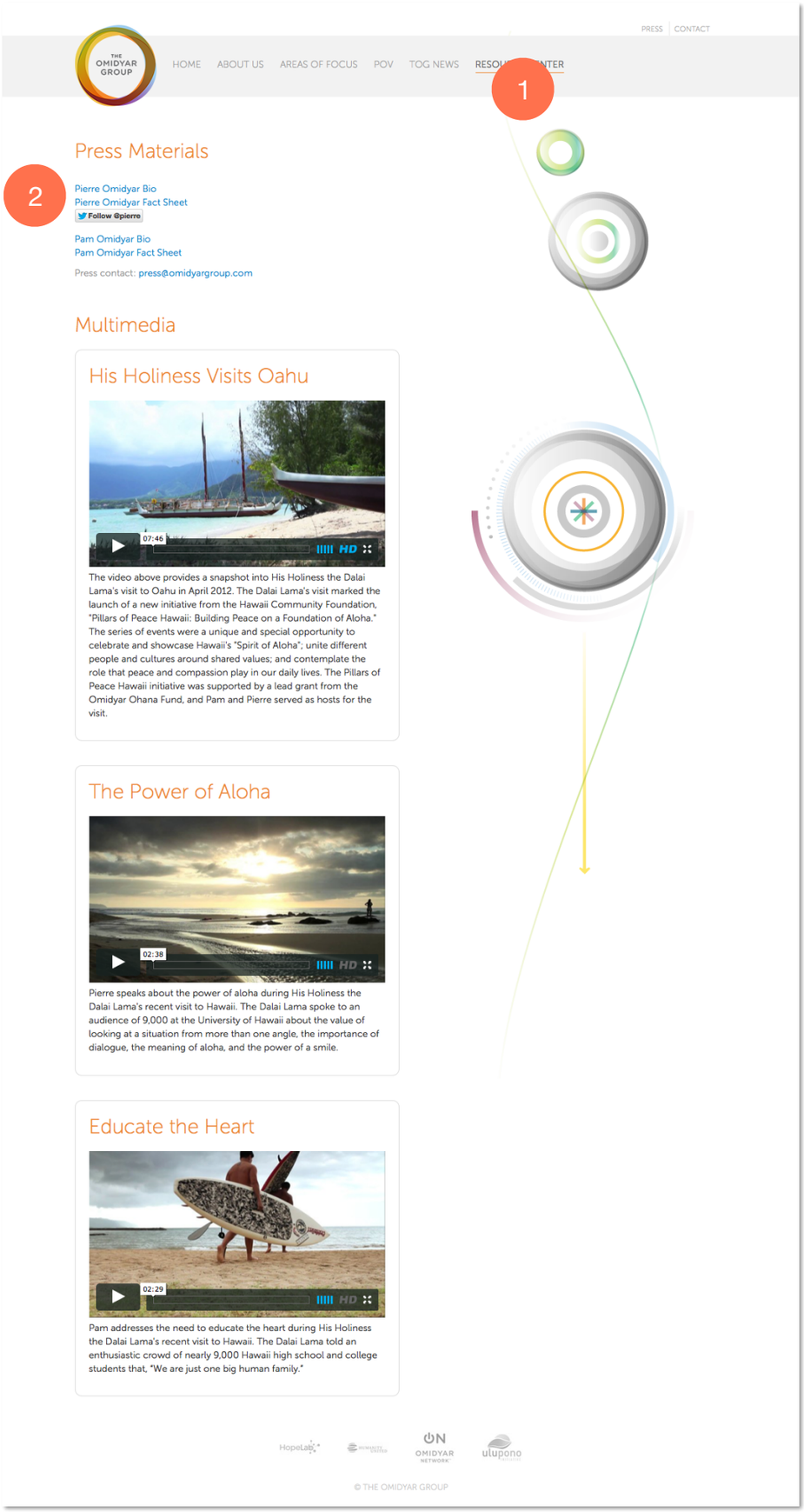

Omidyar Group Website Audit

Resource Center

http://www.omidyargroup.com/resource-center

1. Suggest merging this section with the new News & Media section (place the videos in the sidebar as thumbnails that open popups with the video and description).

2. Press information can be included on the contact page.

Logo

Home About Us Areas Of Focus News & Media Contact

Contact Us

Please feel free to get in touch with us at info@omidyargroup.com or by using the contact form below.

Your Name

Your Email Address

Message

Send

Press Materials

Please contact press@omidyargroup.com for media-related questions.

- Pierre Omidyar Bio
- Pierre Omidyar Fact Sheet
- Follow Pierre Omidyar
- Pam Omidyar Bio
- Pam Omidyar Fact Sheet

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