Strategizing Web Design
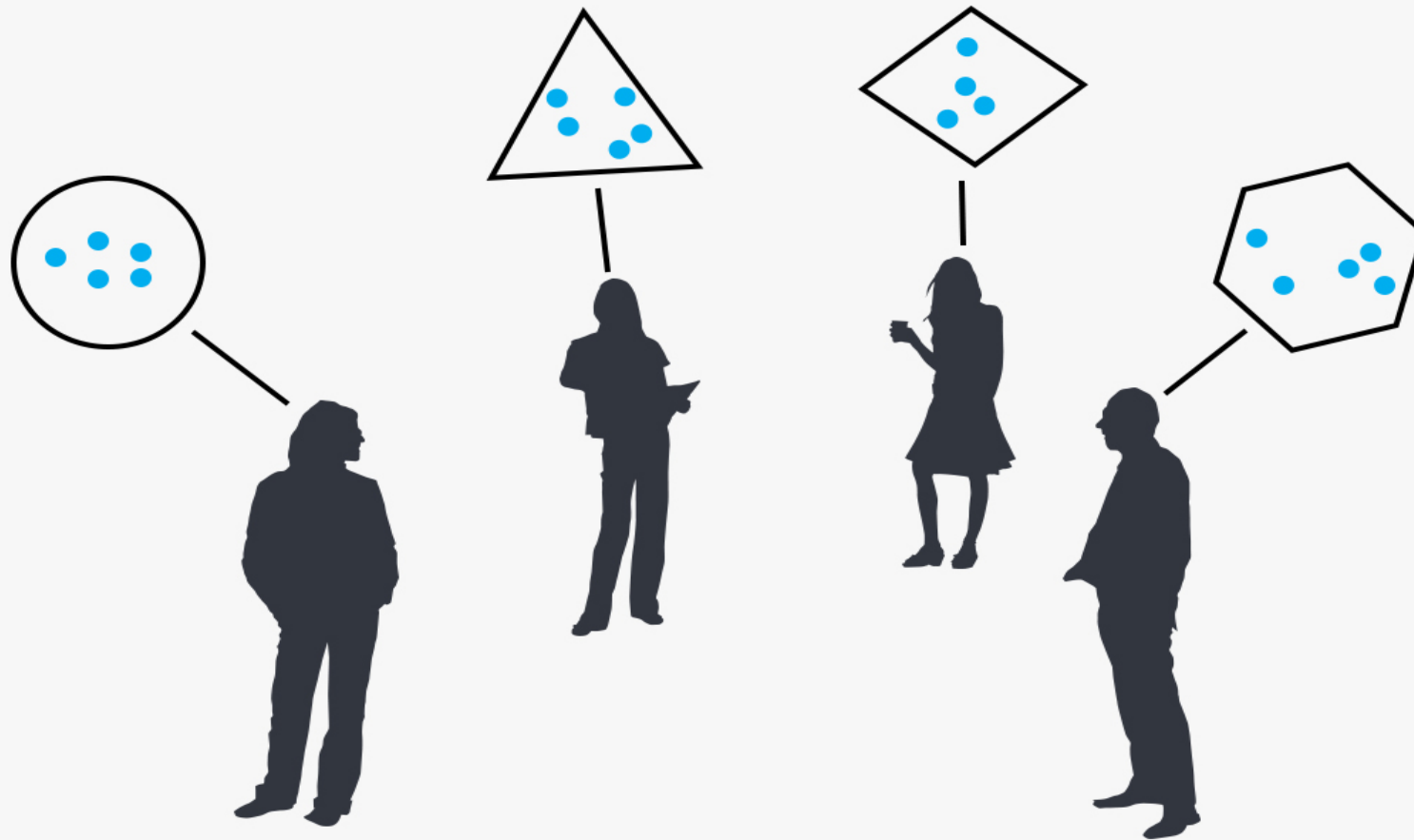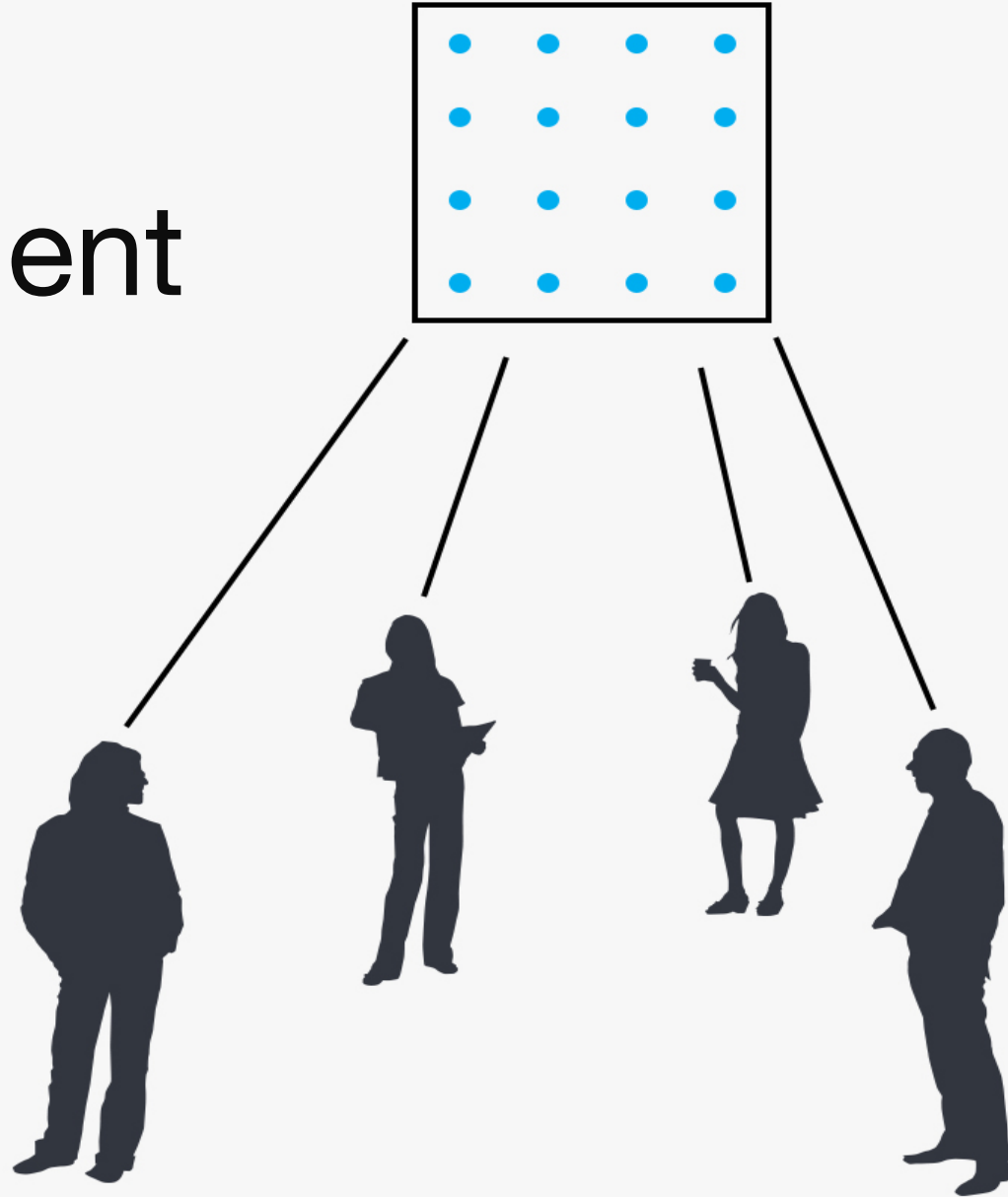
Why Have a Discovery Session?
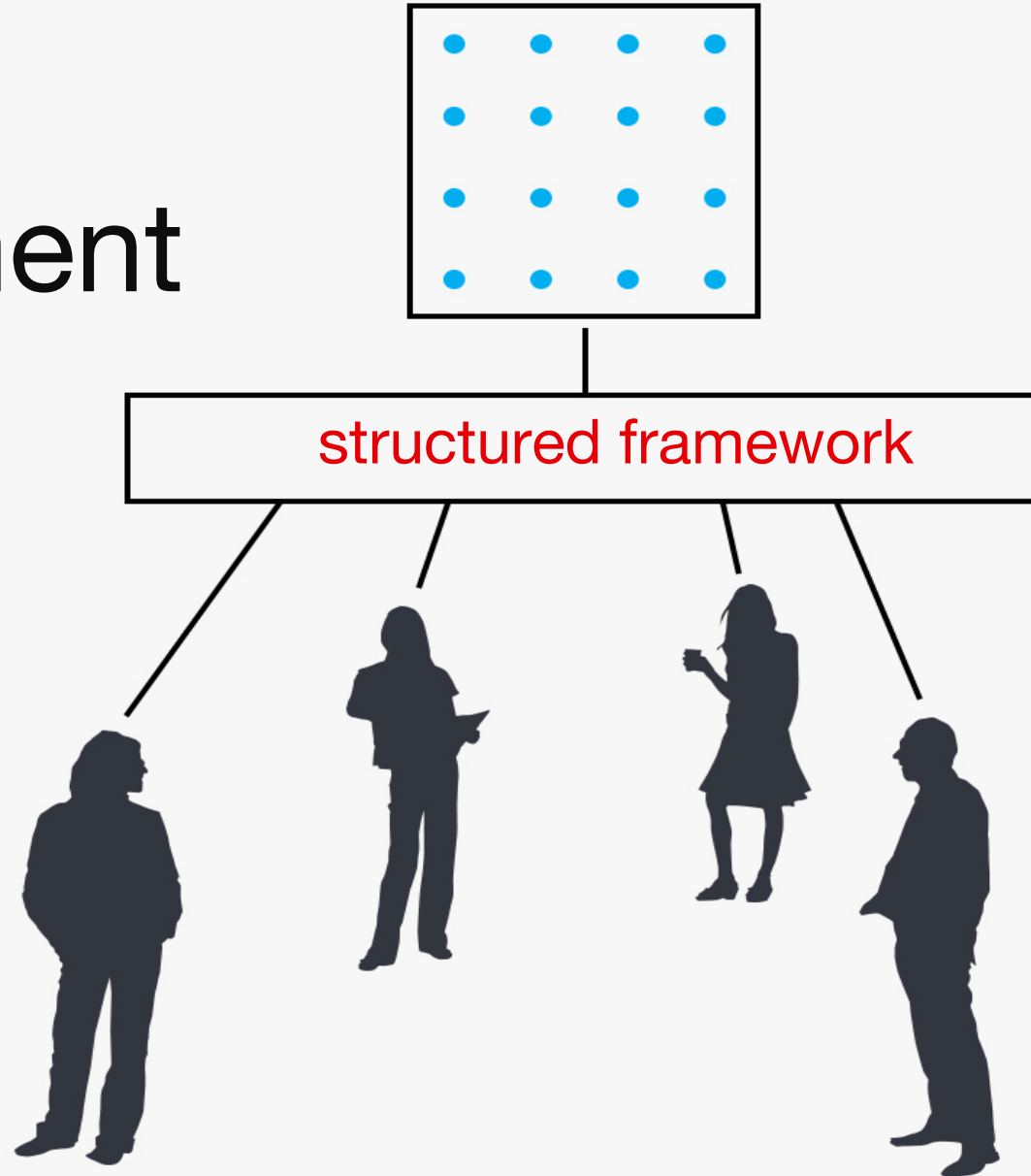
individual ideas & agendas

alignment

transfer knowledge within a structured framework

the organization | the users

the brand | the marketing

transfer knowledge within a structured framework

the organization | the users

the brand | the marketing
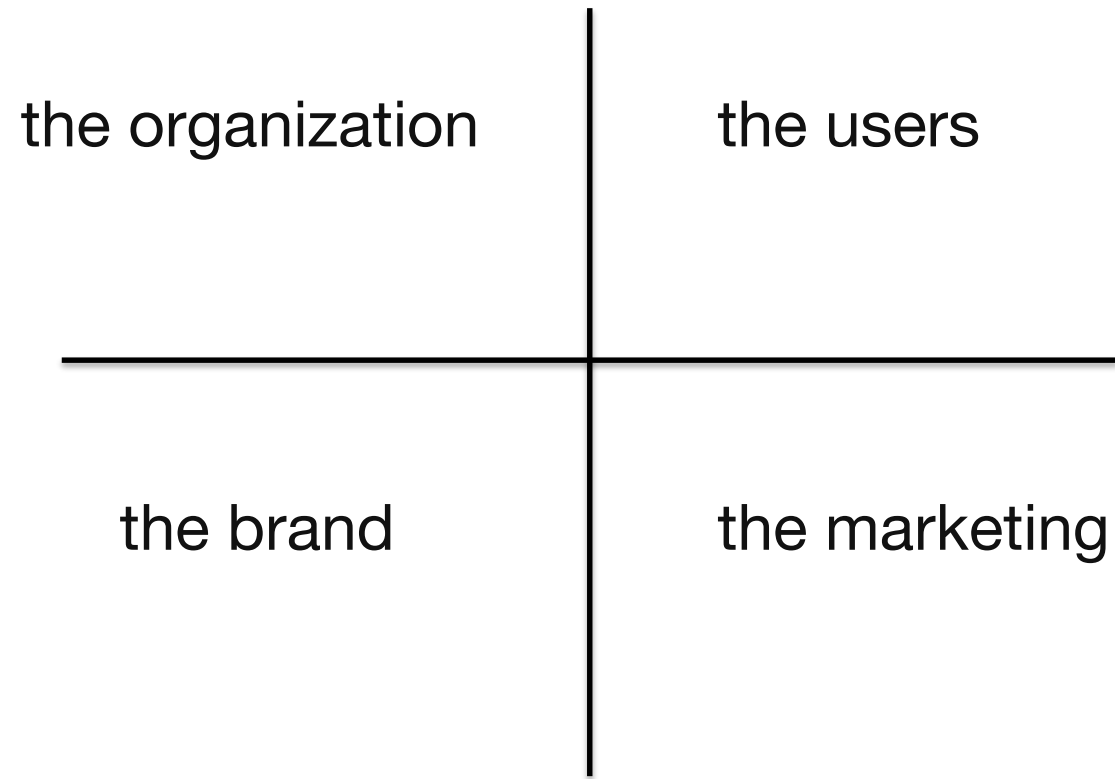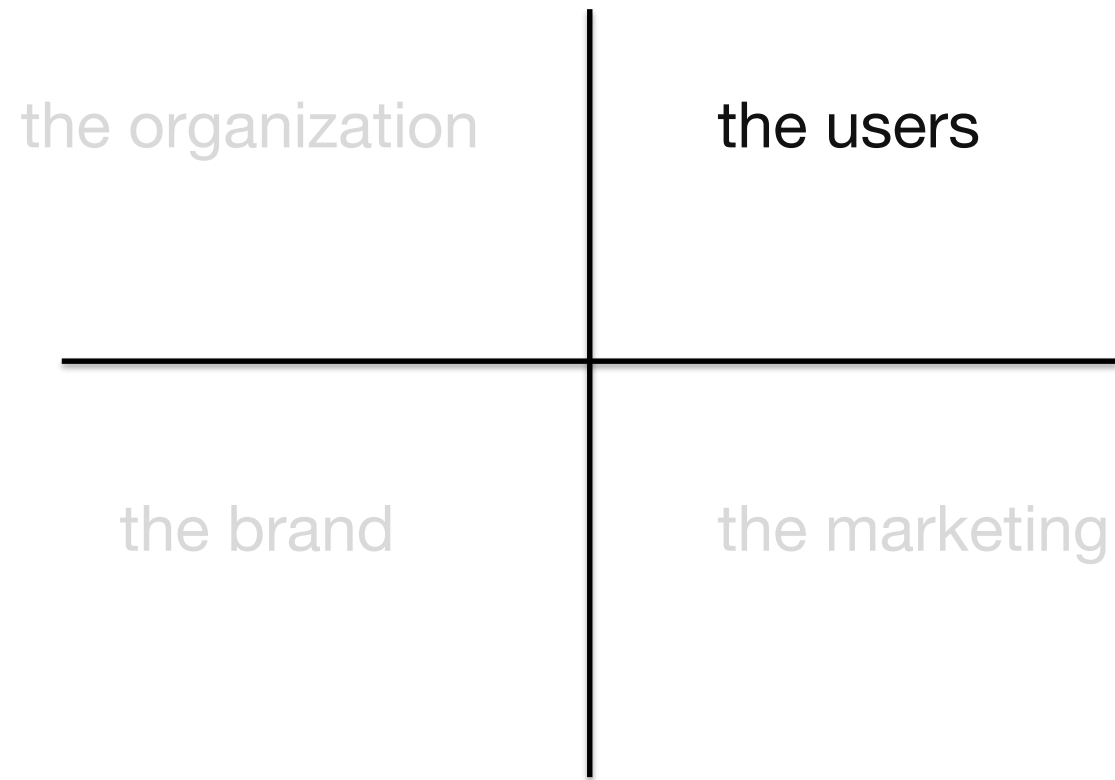
Why Have it Creative-Lead?

The Old Way

High Level

Vision → Brainstorm → Strategy → Create → Iterate → Revise → BLAH! (redo)

■ Pastoral Involvement   ■ Creative Lead

The New Way

Vision | Brainstorm | Strategy | Create | Iterate | Revise | Success!
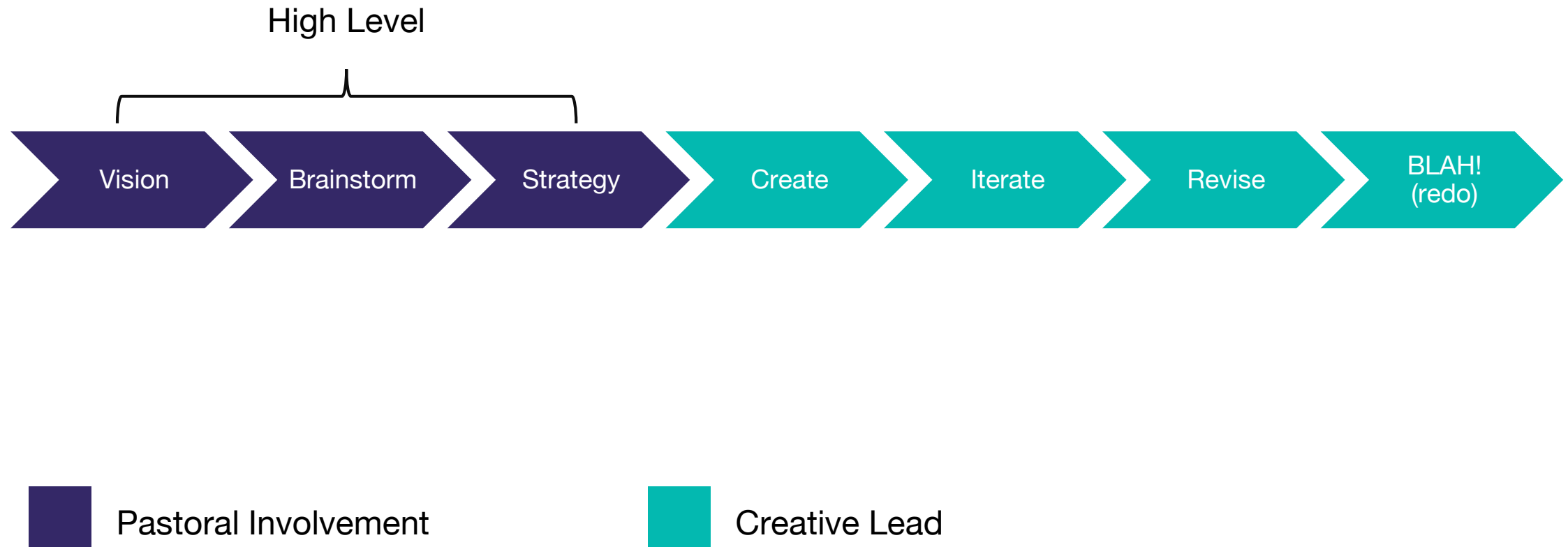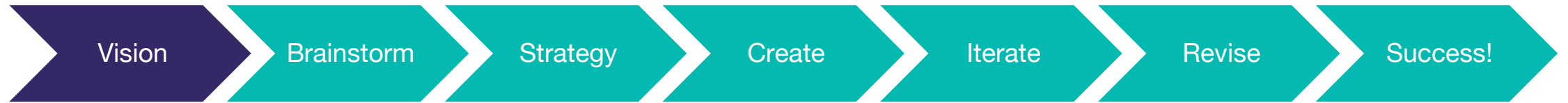
Pastoral Involvement
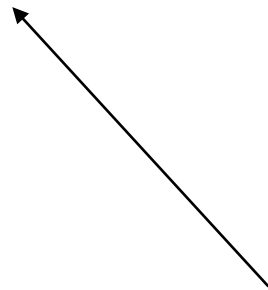
Creative Lead

When creatives have high-level clarity, they are more likely to hit the mark when they execute.

Facilitating the Session

- Collaborative, but creative lead (usually)
- Ask for permission to lead the discussion
- Pull from introverts / manage the extroverts

facilitator:

noun

a person that makes an action or process easy or easier.

"My job is simply to **assist in the process** of **surfacing insights** that will help us **connect with our audience**."

rules

- Participate (or don't have an opinion)
- No judgement/criticism
- Avoid Christianese
- Respect time box
- Pause skepticism
- Have fun!

Website UX Strategy Framework

Step 1: identify all your website user types

Step 2: prioritize your users

Step 3: create user profiles

Step 4: build your requirements list

Step 5: develop a sitemap and wireframe

Step 1:
Identify Users

Curious Lookers

Frappe House Patrons

Employment Opportunities

Members

Regulars
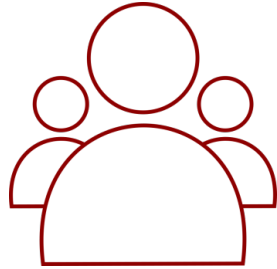
Event Attendee

Preschool Parents

Ministry Affiliates

Athletics

Step 2: Prioritize

Website User Types

1. Curious Lookers

2. Members + Regulars
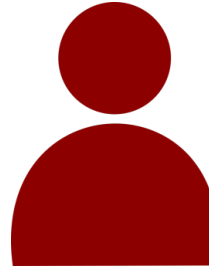
3. Frappe House Patrons
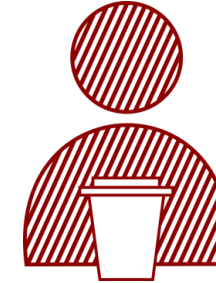
Prioritize content strategy for top 3 users

4) Event Attendee

5) Ministry Affiliates

6) Athletics

7) Job Seekers

8) Preschool Parents

Step 3:
User Profiles

Jeff Sanchez

DEMOGRAPHIC

- 37 year old
- Hispanic
- Warehouse forklift operator
- Miramonte school neighborhood
- Three kids (2-16)
- 2nd marriage

JOURNEY

Awareness: drives by the church building, kids bring home materials, receives flyers, attended block party

Consider: kids want to come, life crisis (needs help)

Engage: Summer Spectacular Event, comes to final night. Church member engages him and invites.

PSYCHOGRAPHIC

- Introverted
- Liberal-ish
- Secular views on morality
- Raiders fan
- Nominal Catholic background
- Consumes content through TV
- Attached to phone
- Facebook user (Raider memes, tagged in stuff, wife posts)
- Influencers: Derek Carr, co-workers, FB News

Beth Jones

DEMOGRAPHIC

- 29 year old
- Caucasian + ¼ Filipino
- Stay at home mom
- 2 kids (4-7)
- Granville Homes / Oraze School
- Husband owns a company

JOURNEY

Awareness: summer calendar looking for kids activities, Good News Club for kids, never sees our sign or building, polling station, friends go there

Consider: mom friends talk about it. No major life catastrophe. "Why not? Might be good for the kids to have morality in their life"

Engage: Friend invites and she has the free time.

PSYCHOGRAPHIC

- Extroverted Conservative
- Volunteers at school
- Mini-van soccer mom (and gymnastics)
- Coast and mountains for fun
- GB3 with kids / too busy for date night
- Unchurched upbringing
- Helicopter parents (child-centered)
- Pinterest, Facebook and Instagram user (comparing to other moms, kid pics, food pics, feet in sand at beach #relaxing)
- Influencers: FOX, friends social media, books, Netflix

Jacob Matheson

DEMOGRAPHIC

- 20 year old
- Clovis Community College
- Starbucks Barista
- Lives with parents. Barstow and Temperance. Clovis East grad

JOURNEY

Awareness: college presence, friend brought in high school, came to FCA meeting for the free pizza

Consider: a friend and a girl he likes goes there

Engage: spooked by consequences of poor life-choices (minor)

PSYCHOGRAPHIC

- Semi-jock
- De-churched (parents dropped out when he did travel sports)
- Twitter / Instagram / Snap: Friday night fun, X-Box Victories
- Going to college to buy time while he figures out what he wants to do (logical next step)
- Influencers: parents, Buzzfeed, friends, Chance the Rapper
- Visual learner
- Struggles with porn, smokes pot (VAPE)

Step 4: Requirements List

- What do they expect to see? (what questions are they asking?)
- What do we want them to see?
- What actions do we want them to take?
- What features/functions would accommodate them?

Website User Types

1. Curious Lookers
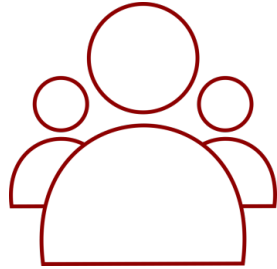
Questions to answer:
(in order of priority)

1. "What am I getting in to?" (what is the church culture? What is the Sunday experience?)

2. "What are the service times and location(s)?"

3. "What is the preaching like?"

Design Notes

- Visually display (ideally, through video background and photos) a weekend experience, small groups, Next Gen ministry, missions.) on home page

- Have simple, clear navigation, removing guess work

- Easy access to sermons

Website User Types

2. Members + Regulars
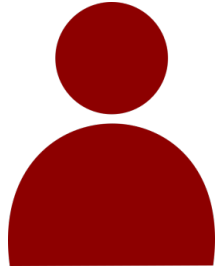
Questions to answer:
(in order of priority)

1. "How can I serve on campus?"
2. "How can I get connected?" (Life Groups)
3. "How can I give online?"
4. "What is going on at church?" (event info)
5. "Where can I find outreach / missions info?"
6. "Can I listen to messages?"

Design Notes

- Highlight the App and Social Media for all users, primarily for members / regulars

- Event info should be visual, simple, and ultimately link to Membership Software (CCB) – should not look like a spreadsheet

Website User Types

3. Frappe House Patrons

Questions to answer:

(in order of priority)

1. "What are hours and location?"
2. "What is the WHY?" (support local NPO's)
3. "What is the environment / culture like?"
4. "What is the quality of coffee?" (Two Cities)
5. "Frappe House Fridays?"

Design Notes

- Visual engagement should show culture of the shop

- Focus early on page on the WHY

- Visually display Sunday experience at Frappe House

Functions & Info

Functions

- Online giving
- Sermon player (audio + video + notes / bulletin)
- Live streaming
- Visual event calendar
- Events categorized by ministry / type
- Ministry pages to pull in applicable events
- CCB form integration

Info to Display

- Social Links
- App Download Links
- Individual Ministry Info, separated by life stages
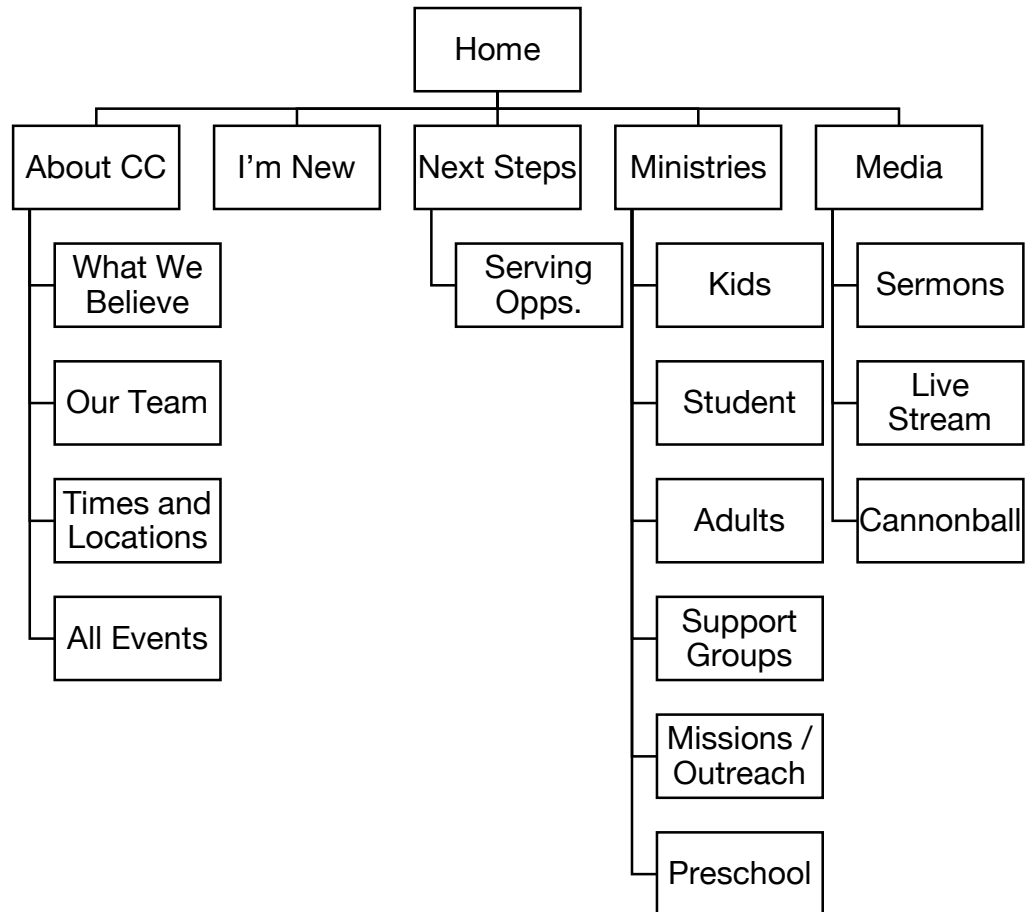- Hours and Locations (all locations, and Frappe House)
- Employment / Intern Info

Step 5:
Site Map +
Wireframe

Site Map

```
                              ┌──────────┐
                              │   Home   │
                              └──────────┘
        ┌────────────┬────────────┼────────────┬────────────┐
  ┌──────────┐ ┌──────────┐ ┌──────────┐ ┌──────────┐ ┌──────────┐
  │ About CC │ │ I'm New  │ │Next Steps│ │Ministries│ │  Media   │
  └──────────┘ └──────────┘ └──────────┘ └──────────┘ └──────────┘
       │                          │            │            │
  ┌──────────┐              ┌──────────┐ ┌──────────┐ ┌──────────┐
  │ What We  │              │ Serving  │ │   Kids   │ │ Sermons  │
  │ Believe  │              │  Opps.   │ └──────────┘ └──────────┘
  └──────────┘              └──────────┘      │            │
       │                                 ┌──────────┐ ┌──────────┐
  ┌──────────┐                           │ Student  │ │   Live   │
  │ Our Team │                           └──────────┘ │  Stream  │
  └──────────┘                                │       └──────────┘
       │                                 ┌──────────┐ ┌──────────┐
  ┌──────────┐                           │  Adults  │ │Cannonball│
  │Times and │                           └──────────┘ └──────────┘
  │Locations │                                │
  └──────────┘                           ┌──────────┐
       │                                 │ Support  │
  ┌──────────┐                           │  Groups  │
  │All Events│                           └──────────┘
  └──────────┘                                │
                                         ┌──────────┐
                                         │Missions /│
                                         │ Outreach │
                                         └──────────┘
                                              │
                                         ┌──────────┐
                                         │ Preschool│
                                         └──────────┘
```

Additional Links:
(Located in Header and Footer)

- App Downloads
- Social Media
- My CC
- Give