

Proposal to
Davison Meadows
Baptist Church
for
User Experience Design
Professional Services

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Introduction

Influential brands and individual influencers have a prominent social presence and a well-defined target market. Organizations without a curated digital presence miss opportunities to offer intentional information about the organization, access to and interactions with content, and contact information directly from a digital space.

The explosion of ubiquitous mobile technology has resulted in a change in the behavior of community members and the expectations they have of community groups.

Gomobilemichigan.org posts that of the 3.4 billion people who use the Internet worldwide, more time is spent on mobile than desktop/laptop. Pew Research Center indicates that 77% of US adults own a smartphone and the devices are used for job hunting, shopping and general internet access.

Background

The religious non-profit, Davison Meadows Baptist Church (DMBC) is a friendly, caring group. They are unique in purpose but this is not well defined. The group wants to invest in the lives of people, but aren't sure who the target for their messaging should be. Since the group has limited technical knowledge, maintaining a digital presence is intimidating.

Project Goals

The following research questions need to be addressed:

1. *Define the problem:* What is the purpose of DMBC?
2. *Identify Personas*
 - a. What are the demographics of the surrounding community?
 - i. Within walking distance
 - ii. In a 5-mile radius
 - iii. In a 10-mile radius
 - b. Who are the primary and secondary types of people the church is called to invest in?
3. *Identify the total Digital Presence*
 - a. Where are the digital locations DMBC is currently linked to, such as Yelp, Facebook, Churches in Davison, etc.?
4. *Identify Digital Goals*
 - a. *Business Goals:* How does DMBC expect to benefit from a digital presence, especially as it relates to mobile use?
 - b. *User Goals:* How does a digital presence benefit the target market, especially on mobile?

5. *Prototype Solutions*
 - a. Craft 3 to 6 different combinations of digital spaces the church may confidently maintain.
 - b. Identify the purpose of each combination.
 - c. List methods to measure the success of each element of a combination.
 - d. Test the combinations with users matching the personas.
6. *Implement Solutions:*
 - a. Implement messaging on external digital spaces identified as priorities by DMBC (i.e., Whitepages, Churches in Davison, Yelp, etc.)
 - i. Identify an owner in the organization to maintain these spaces.
 - b. Create a presence on social media platforms identified as priorities (i.e., Facebook, Pinterest, Twitter, etc.)
 - i. Identify an owner or owners in the organization to maintain these spaces.
 - c. Craft the information architecture of a responsive website.
 - i. Optional: If project time allows, design mobile wireframes of pages in the structure
 - ii. Optional: If project time allows, test the wireframes with users matching the personas.
 - d. Identify a maintainable Content Management System (i.e., Wordpress, Wix, Weebly, etc.) maintainable by volunteers with limited time and technical skill.
 - i. Identify an owner in the organization to maintain this space.

Specific Activities & Scope

A comprehensive 7-week process of user research to understand DMBC goals, digital user needs, and usability testing artifacts with users.

This project has two parts—Discovery Research and Design.

Project goals

- Specific activities and deliverables.
- Project timeline and responsibility matrix.
- Weekly communication between designer and client.
- Repository of project work accessible by client.

Discovery Research

- Collaborative discussions to establish trust and develop insight.
 - Vision and Mission discussion with DMBC members to identify organization purpose and business goals.
 - Digital location inventory of DMBC
- Three user research methods will be triangulated to cross verify information. A deep understanding of DMBC goals and user goals, motivations, and behaviors will surface.
 - Demographic study of the community.
 - Literature Review of both academic and professional sources to understand qualitative and quantitative information about church searching behavior, interactions with churches on social, and church website user's primary tasks
 - A survey with users matching the demographics to reveal high priority user tasks and motivations.

Design

- Primary and Secondary Personas developed from discovery research to guide design.
- Identifying combinations of digital approaches to match DMBC goals with user needs.
- A topic based organization scheme, classification (taxonomy) scheme, navigation labels as the basis of a website.
- If project time allows: Wireframes of pages tested with users and revised based on findings.

Deliverables

- Research Documentation for Discovery Research and Design Research
- Primary and Secondary Personas
- Digital location Inventory
- Organization Scheme
- Website Blueprint
- Wireframes (If project time allows)

Timeline

The table below provides a schedule of activities by week.

Activity:	Week Ending:					
	7/7	7/14	7/21	7/28	8/4	8/11
Kickoff meeting/ Demographic study	X					
Personas/ Digital Presence Inventory		X				
Identify and Map Digital Goals			X			
Prototype Solutions			X	X		
Test Prototype Solutions				X	X	
Implement Messaging Identify Owners					X	
Wireframes CMS + Identify Owner Final Deliverable					X	X

Responsibility Matrix

This table identifies project roles with the RACI principle.

RACI: Responsible, Accountable, Consulted, Informed

Chris Gilbert, DMBC Project Supervisor = **C**; Pastor Rick = **PR**; Diane = **D**

DMBC Digital Presence	R	A	C	I
Kickoff meeting/ Demographic study	D	D	C, PR	
Personas/ Digital Presence Inventory	D	D	C, PR	
Identify and Map Digital Goals	D	D	C, PR	
Prototype Solutions	D	D		
Test Prototype Solutions	D	D	C	PR
Implement Messaging Identify Owners	D	D	C	PR
Wireframes CMS + Identify Owner Final Deliverable	D	D	C, PR	

Project Management and Assets

A Google Drive folder will hold project documentation and will be shared with Chris Gilbert and Pastor Rick. Interview findings, user research, analysis and recommendations, persona, site maps and wireframes, and any other notes and artifacts will be contained in this folder.

Link to Google Drive folder:

<https://drive.google.com/drive/folders/1dbInKe6rKmv8IAEzkXM5nZQHkqq95C4u?usp=sharing>

Diane will communicate with the DMBC through text and email.

Signatures

This proposal is agreed to by Diane Bowen and representatives of the Davison Meadows Baptist Church

Diane Bowen

Name: _____

Title: _____

Date: _____

Davison Meadows Baptist Church

Name: _____

Title: _____

Date: _____

Name: _____

Title: _____

Date: _____