



Child Evangelism Fellowship

COMPARATIVE ANALYSIS

December 30, 2015

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This analysis was performed with the understanding that the following comparable ministries/websites may not necessarily be an exact comparison and/or competitor of your unique ministry; however, ministries that may be similar in nature, mission or objectives. The goal of this evaluation is to evaluate what actions similar ministries are doing well (and maybe not so well) on their websites and communication methods that is helping them to achieve their goals and missions for the purpose of possibly including (or not including) some of those actions in your ministries new website/communication efforts.

Comparable ministries and websites considered for evaluation for this analysis:

1. Prison Fellowship: <https://www.prisonfellowship.org>
2. Awana: <http://awana.org>
3. Cru: <http://www.cru.org>
4. The Navigators: <https://www.navigators.org/Home>
5. World Vision: <http://www.worldvision.org>
6. Samaritan's Purse: <http://www.samaritanspurse.org>
7. Compassion: <http://www.compassion.com>
8. InterVarsity: <https://intervarsity.org>

PRISON FELLOWSHIP

<https://www.prisonfellowship.org>

GOOD

- Overall, good user experience. Simple in design, clear in presentation. Good combination of visuals and copy to articulate and present content.
- Home Page (<https://www.prisonfellowship.org>)
 - Information is presented in a way that naturally guides the user through the page presenting their story, mission and objectives (user journey).
 - Hero is well executed capturing user emotion.
 - CTA's are clear and prominent.
- Donation Page (<https://www.prisonfellowship.org/donate/>)
 - Good use of displaying primary donation method (or desired donation method), and secondary donation methods.
 - Good use of imagery, highlights (bullet points) and success story (video) to capture user emotion and present what their donations are going towards.
 - Good use of building user trust by presenting accreditations.
- Donation Form (<https://goo.gl/PJUDQ0>)
 - Simple in functionality.
 - Good use of imagery to capture user emotion, allowing users to visualize what their donations are going towards.
 - Using <https://www.webconnex.com> to facilitate donations.



- Volunteer Page (<https://www.prisonfellowship.org/action/>)
 - Good hierarchy of information leading users through the content and volunteer process (generate interest, success stories, how volunteering works, volunteering opportunities with CTA to apply, and finally, a way to request more information).
 - Good use of visuals and copy to articulate and present content.
- Prayer Page (<https://www.prisonfellowship.org/action/prayerrequest/>)
 - Good hierarchy of information.
 - Great use of CTA to encourage users to sign up for a prayer email. CTA is appropriately and effectively placed on the page.
- Newsroom Page (<https://www.prisonfellowship.org/resources/newsroom/>)
 - Good approach to display press related information (news and press releases).
 - Effective use of CTA to a page providing information specific for the media.
- Blog
 - Good use of displaying articles, updates, stories, etc. to share with users, staff and volunteers
 - Great use of CTA for users/staff/volunteers to share their story.

COULD BE BETTER

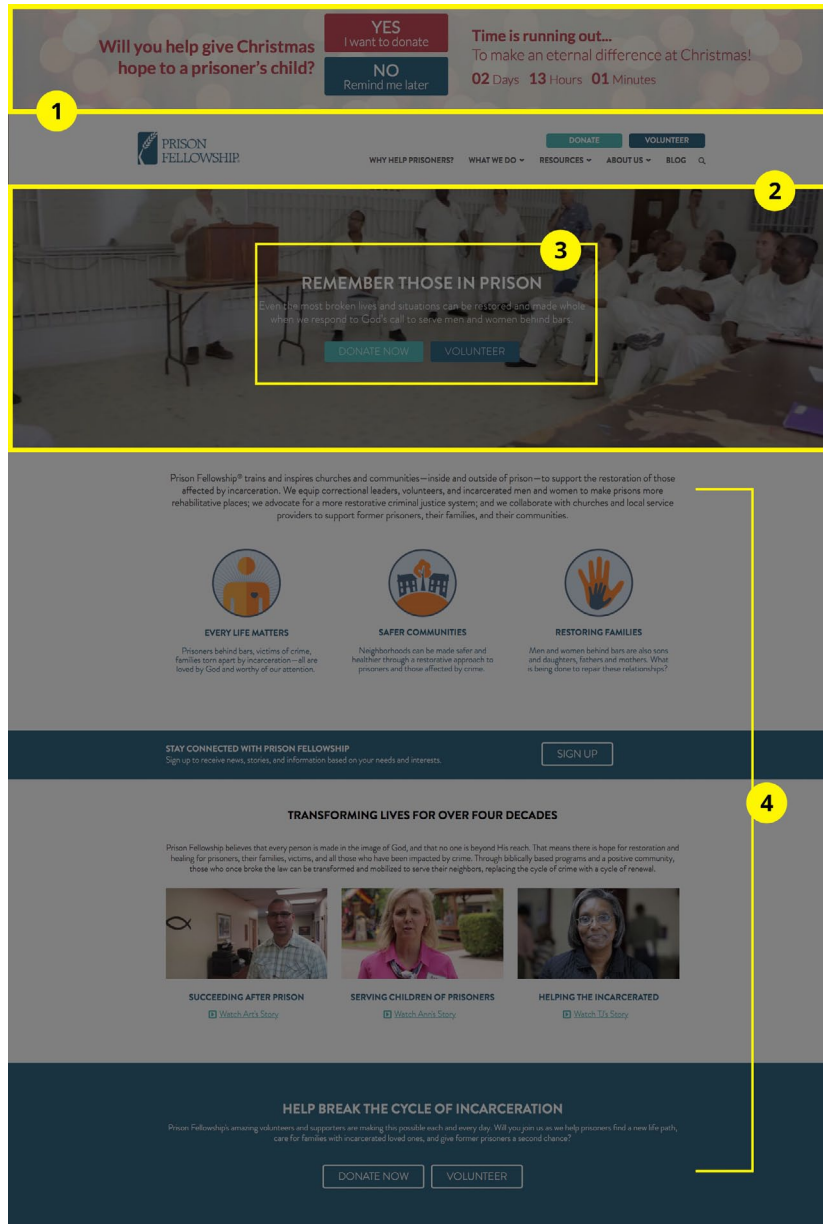
- Search functionality, the quality of search results and the way results are displayed.
- Donation Form (<https://goo.gl/PJUDQ0>)
 - UI could be cleaner and accommodate screen sizes better.

Navigation Clarity	Organization Of Resources	Guides Users Through Resources	Content Hierarchy	Overall Site Simplicity	Donation Form UI	Donation Form Simplicity
3	3	3	3	3	2	3

3 = Good
 2 = Average
 1 = Poor

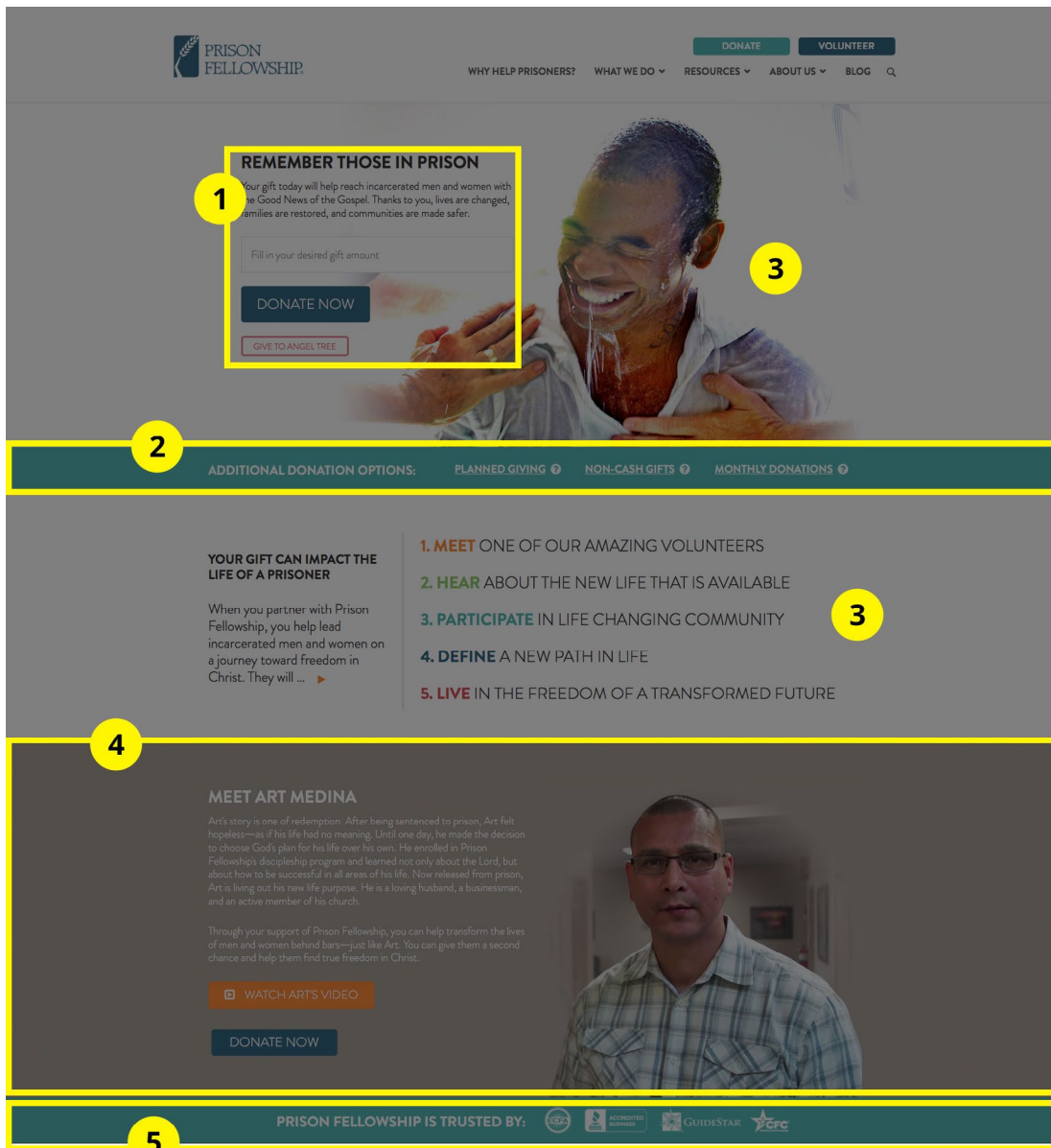


https://www.prisonfellowship.org



1. Good alert/CTA for a donation initiative. Only displays during the duration of the initiative. Important not to overuse.
2. Good use of hero (video) to articulate Prison Fellowship’s mission and to capture user emotion.
3. Clear CTA. Also, notice how prisoners in the image/video are facing/looking towards the CTA’s. This aids in directing users eyes where you want them to look.
4. Good natural progression of telling their story (about/mission, goals, stay-updated CTA, success stories, primary CTA’s).

https://www.prisonfellowship.org/donate/



1. Primary donate CTA is clear and most prominent.
2. Secondary donate CTA's are visible with less dominance than primary donate CTA.
3. Good use of imagery and highlights to capture user emotion, as well as to visualize what user donations are being used for.
4. Good use of success story to capture user emotion, as well as to visualize what user donations are being used for.
5. Good use of building user trust to make them feel more confident (and comfortable) making a donation.



AWANA

<http://awana.org>

GOOD

- Good use of a simple top-level navigation structure, including language selection and login.
- Home Page (<http://awana.org>)
 - Good use of visually representing statistics (92% of awana alumni still attend church weekly or more often). Shows progress and commitment.
- Find an Awana program near you CTA (<http://awana.org/reach-kids>), including results page
 - This CTA can be found on every page (sidebar).
- Search Results
 - Good use of filters to filter search results (pages, stories, blog articles, etc.).
- Good use of imagery to capture user emotion.

COULD BE BETTER

- Main navigation CTA's (Get Involved, Donate and Store) - could benefit from having more of a visual distinction (background color, icon, etc.) to ensure these CTA's stand out and are accessible for all audiences (including users who are color blind).
- Main navigation drop-downs. Clunky and cumbersome in nature and functionality.
- Some pages, including the home page, are visually busy, causing a distracting user experience.
- Donate Page (<http://awana.org/donate>)
 - Donation CTA's get lost.
- Donation Form (<https://goo.gl/BCKKFB>)
 - Lengthy, and no use of imagery to capture user emotion.
- Get Involved Page (<http://awana.org/get-involved>)
 - Not enough information provided; rather, forces users to contact Awana to find out more about getting involved. Utilizing a combination of both (information and contact method) would better serve Awana audiences.
- Search
 - Search box functionality breaks if user clicks in the search box.

Navigation Clarity	Organization Of Resources	Guides Users Through Resources	Content Hierarchy	Overall Site Simplicity	Donation Form UI	Donation Form Simplicity
3	2	2	2	2	2	2

3 = Good
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<http://awana.org>

The screenshot shows the 'Awana WORKS' section of the website. It features three columns of statistics, each with a large percentage or number and a descriptive sentence. A yellow box highlights the first column, and a yellow circle with the number '1' is next to it. Below the statistics is a green button labeled 'Donate Today' with a yellow circle and the number '2' next to it. At the bottom, there are social media icons for Facebook, Twitter, and Google+.

Statistic	Description
92%	OF AWANA ALUMNI STILL ATTEND CHURCH WEEKLY OR MORE OFTEN
3.6	AWANA ALUMNI ARE TIMES MORE LIKELY TO READ THEIR BIBLE SEVERAL TIMES A WEEK
70%	OF ALUMNI SAID THEY WITNESS TO FRIENDS AT LEAST ONCE A MONTH

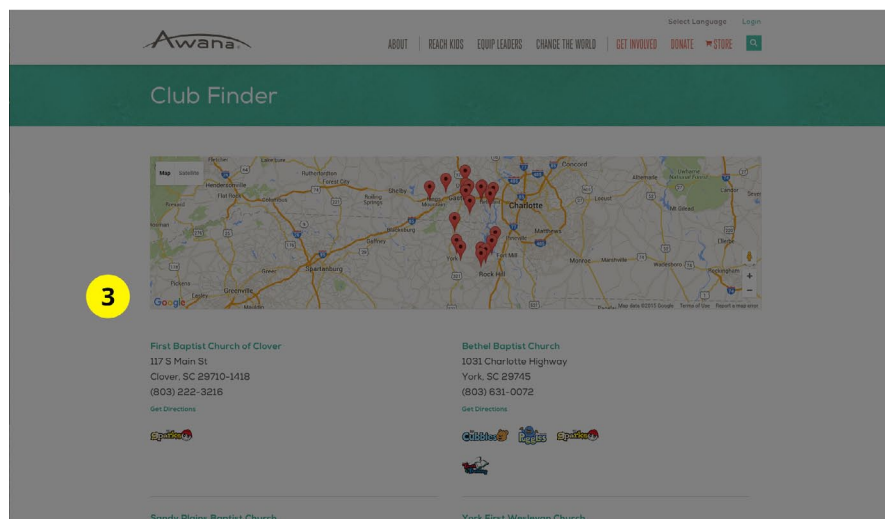
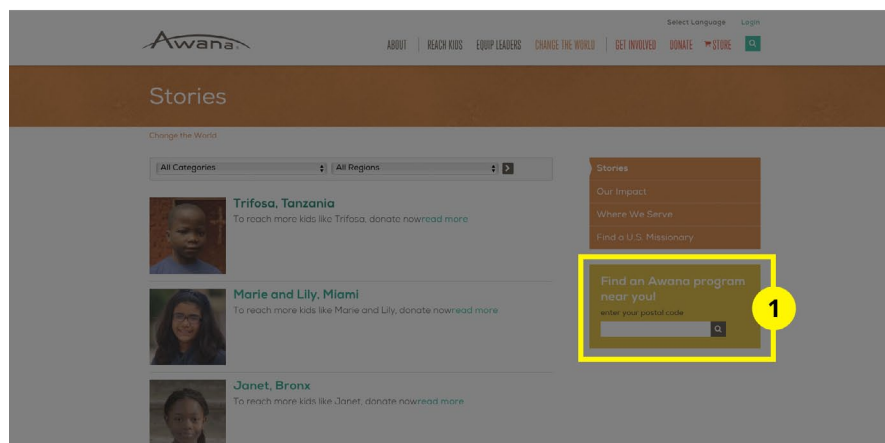
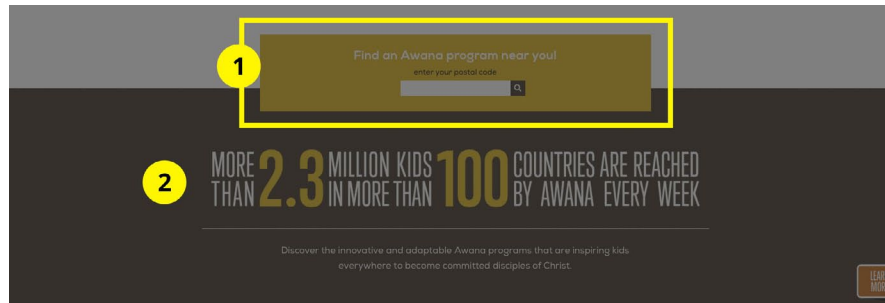
Reach a child, give to make a lasting impact now

Donate Today

Spread the word about Awana

1. Good use of visually representing important key statistics to validate accomplishments, as well as show progression and commitment.
2. Good use of CTA directly after display key statistics.

http://awana.org/reach-kids



1. Good use of Find-A-Program CTA's asking users to submit their postal code.
2. Effective use of following up CTA with statistics to reinforce what the program has accomplished.
3. Effective strategy in displaying program location results (includes contact information, website address, and directions).