



Child Evangelism Fellowship

UX PROJECT BRIEF

December 30, 2015

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Child Evangelism Fellowship (CEF) is a Bible-centered organization composed of born-again believers whose purpose is to evangelize boys and girls with the Gospel of the Lord Jesus Christ and to establish (disciple) them in the Word of God and in a local church for Christian living.

MINISTRY GOALS/OBJECTIVES

The goals and objectives of the CEF ministry include:

- To evangelize boys and girls (ages 2-14) with the Gospel of Jesus Christ, disciple them in the Word of God, and establish them in a local bible believing church, at an increased rate of 15% each year.
- To be in all the countries of the world by 2017 (80th anniversary).
- To reach at least 100 million children in one year (19.9 million children reached last year).
- To recruit staff and volunteers (30 new staff, while retaining current). Thousands of volunteers (approximately 7000 currently).
- Provide tools and resources to staff and volunteers.

Summary: To reach every child, in every nation, every day.

PROJECT GOALS/OBJECTIVES

1. Marketing & Promotion: Create awareness, and be effective in sharing message with the larger Christian community
 - An overall consensus from the stakeholder interviews was that marketing/promotion, funding and recruiting were all considered weaknesses of CEF. Increasing marketing/promotion efforts shall in return have a direct impact on funding and recruiting.
2. Resources & Training: Engage supporters (staff & volunteers) by providing useful training and resources
 - An overall consensus from the stakeholder interviews was that the following areas were considered strengths of CEF: Training, number of locations, working with the local church, and the focus on the Gospel.

PRIORITIES

1. Share CEF's story (who we are, who we serve, how we do it, how to get involved, etc.)
2. Promote ministries and programs
3. Allow for donations
4. Communication with staff/volunteers (including training, resources, etc.)



CALLS TO ACTION

Primary:

1. Make A Donation
2. Get Involved
3. Subscribe (email)

Secondary:

1. International Location Finder

REQUIREMENTS

- Story/about CEF (who we are, who we serve, how we do it, how to get involved - praying, giving, becoming a volunteer, etc., etc.)
- Ministry opportunities
- Donation opportunities
- Current news
- Training resources
- International Location Finder (including contact information)
- *Review CEF Requirements document for full list of technology requirements*

Summary: For users to know about the ministry as soon as they come to the website (by reviewing landing page), understand what CEF does and how they can get involved. Donate and understand CEF's financial breakdown. Learn about ministry opportunities near them. If they are CEF staff, have a way get resources and news from HQ.

OTHER REQUIREMENTS & AREAS OF NEED

- A user experience that allows users to find content quickly and easily (simple navigation), and once found, one that guides the users through the content, eventually leading them to take an action (CTA's)
- A modern, flat and simple design utilizing current development technologies, best practices and methodologies to assist with optimal user experiences
- Design for content; readable with clear visual hierarchy and call-to-actions (CTA's), clean typography, and good utilization of white space
- Emphasis on professional (custom if accessible) photography and imagery that is personal and creates user emotion
- A good mixture of copy and visuals (content) to articulate the message being presented
- Encourage engagement through sharing options and email subscriptions
- Enhanced user experience through responsive design (accessible on all devices)



NON-REQUIREMENTS

(constraints & exclusions)

All of these seem to be very serious concerns across the board:

- Money
- Technical knowledge of staff
- No copywriters to write marketing/promotion copy
- Deadlines (need a quick turnaround)
- Stakeholder acceptance (diverse background of what success is)
- Reluctant to change

Things that will need to happen to support these concerns:

- Ample finances
- Training on how to use the solutions provided (including documentation)
- Copywriting/content editor (for marketing/promotional purposes)

Other areas of needs to consider to greatly benefit project success:

- Content strategist
- Marketing strategy
- Search engine optimization (SEO) strategy and implementation
- Branding/cohesive visual identity

USERS/USER GROUPS

INTERESTED OUTSIDERS:

- Pastors/Churches
- Parents
- Donors
- Potential Staff/Volunteers
- Media

STAFF/VOLUNTEERS:

- USA Personnel
- International Ministry (IM) Personnel

OPPOSITIONISTS/ENEMIES

**User groups were created after an interview with stakeholders from Child Evangelism Fellowship. We recommend conducting statistically valid user research in the future to confirm or modify the assumptions that were made.*



USER GOALS

INTERESTED OUTSIDERS:

- Understand who CEF is and what they do (CEF's story)
- Identify opportunities to get involved
- Find local chapters
- Donation opportunities with easy-to-use online donation process
- Sharing opportunities

STAFF/VOLUNTEERS:

- Access to helpful training resources
- Communication on updates such as news and stories

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PROJECTED UX DELIVERABLES

DISCOVERY:

- Content Audit
- Comparative Analysis
- Personas
- Project Brief (this document)

STRATEGY:

- Site Map
- Information Architecture (IA)
- User Task Flows (if needed of key interactions)
- Annotated Wireframes (for key website pages)