



Jews For Jesus

COMPARATIVE ANALYSIS

May 25, 2016

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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, or websites that may demonstrate a good approach to accomplishing a goal or task. The goal of this evaluation is to evaluate what actions similar ministries/websites 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. **Chosen People Ministries:** <http://www.chosenpeople.com/>
2. **One For Israel:** <http://oneforisrael.org>
3. **Jewish Voice Ministries International:** <http://www.jewishvoice.org>
4. **Messianic Jewish Alliance of America:** <http://www.mjaa.org>
5. **United Messianic Jewish Congregation:** <http://www.umjc.org>
6. **Christian Jew Foundation:** <http://www.cjfm.org>
7. **Jews for Judaism:** <http://jewsforjudaism.org>
8. **Inter Faith Family:** <http://www.interfaithfamily.com>
9. **Alpha Pregnancy Center:** <http://www.alphapc.org>

Other websites that could be considered for evaluation for this analysis:

1. **Relevant Magazine:** <http://www.relevantmagazine.com>
2. **Billy Graham Online Ministries:** <http://billygraham.org>
3. **Charity Water (engagement):** <http://charitywater.org>
4. **Medium (Publications):** <https://medium.com>

CHARITY WATER

<http://charitywater.org>

GOOD

- Overall, good user experience. Simple in design, clear in presentation. Effective use of white space. Good combination of visuals (high quality visuals that trigger user emotion) and copy to articulate and present content and to encourage engagement.
- **Home** (<http://charitywater.org>)
 - Information is presented in a way that naturally guides the user through the page presenting their story, and overview of their mission and objectives, and CTA (user journey).
 - Hero is well executed, and the video is a good use of capturing user emotion
 - Notice how the people are walking, facing the CTA (donate) in all situations - this is intentional to draw the user's eye toward the CTA.



- CTA’s are clear and prominent.
- The home page is designed to give users an overview of everything they need to make a decision based on their interest and engagement level (from learning more to donating/fundraising).
- **Why Water** (<https://www.charitywater.org/whywater/>)
 - Information is presented in a way that naturally guides the user through the page presenting the mission, the benefits from taking action, as well as how to take action to support the mission.
- **Our Work** (<http://www.charitywater.org/projects/>)
 - Good articulation of the process used to achieve their mission, statistics to validate the efforts that have been done so far, as well as what they’re doing to ensure what they’ve done lasts well into the future.
- **Donation & Fundraise** (<https://goo.gl/KRiQBi>, <https://goo.gl/Dd2sbq>)
 - Simple in design.
 - Good use of imagery to capture user emotion, allowing users to visualize what their donations are going towards.
- **Blog** (<http://www.charitywater.org/blog/>)
 - Good utilization of categories to allow users to filter specific posts.
 - Good use of high quality imagery specific to the category selected.

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	3	3

3 = Good
 2 = Average
 1 = Poor



<http://charitywater.org>
<https://goo.gl/1QrV3s> (screenshot)

1. **Hero:** Good use of hero (video) to capture user emotion. Clear CTA.
2. **CTA:** The people from the video are walking, facing the CTA (donate) in all situations to draw the user's eye toward the CTA.
3. **About:** Good placement of 'about' blurb (within the first 250 words on the home page). Helpful for SEO.
4. **Story:** Good natural progression of telling their story, and overview of their mission and objectives, and CTA (user journey).



<https://www.charitywater.org/whywater/>
<https://goo.gl/Gw7tB0> (screenshot)

1. **Video:** Effective use of high-quality video to engage and trigger user emotion. Most people would prefer to watch, then read. However, both forms are essential for a successful website.
2. **Story:** Good natural progression of telling the story of why water. Good combination of visuals (high quality visuals that trigger user emotion) and copy.
3. Why?
4. Benefits
5. How?
6. Testimonials
7. Support



<http://www.charitywater.org/projects/>
<https://goo.gl/WMxe3N> (screenshot)

1. Good natural progression and use of visuals and copy to demonstrate how they work, where they work, progress, and what they're doing to ensure sustainability into the future.



<http://www.charitywater.org/blog/> (blog)
<http://www.charitywater.org/blog/togetherstronger-with-caterpillar/> (article post)
<https://goo.gl/G73kTO> (screenshot)

1. **Banner Graphic:** Good use of banner graphic to capture user emotion. Banner changes depending on which category is selected.
2. **Categories:** Simple, intuitive way to categorize articles/posts. Selecting a category filters articles/posts to display only those articles/posts within the selected category.
3. **Articles/Posts:** Notice the consistency in the look and feel of each entry. Good use of visual hierarchy, line-height and white space for easy reading.
4. **Article/Post:** Good use of copy and high-quality visuals to articulate the content and to help trigger user emotion/engagement.
5. **Article/Post Navigation:** Effective use of article/post navigation for user convenience to navigate to the previous or next article/post w/o the need to return to the main blog page.



MEDIUM

<https://medium.com>

<https://medium.com>

<https://goo.gl/ppltNL> (article/post)

<https://goo.gl/b93X9b> (screenshot)



- 1. Categories:** Simple, intuitive way to categorize articles/posts. Selecting a category filters articles/posts to display only those articles/posts within the selected category.
- 2. Secondary Navigation:** Good use of secondary navigation to highlight recommended or suggested articles/post.
- 3. Article/Post:** Overall, clean and simple design for displaying articles/posts. Good use of visual hierarchy, line-height, line-length and white space for easy reading. Good use of time-stamps to identify reading length.



RELEVANT MAGAZINE

<http://www.relevantmagazine.com>

<http://goo.gl/MoTwSy> (article/post)

<https://goo.gl/E1VIdE> (screenshot)

1. **Categories:** Effective use of separating and distinguishing their web content (sections) from their publication (magazine).
2. **Relevant Content:** Effective use of displaying relevant content.
3. **CTA**
4. **Relevant Content:** Effective use of displaying relevant content.