



Jews For Jesus  
**SITE MAP &  
INFORMATION  
ARCHITECTURE (IA)**

Updated: July 15, 2016

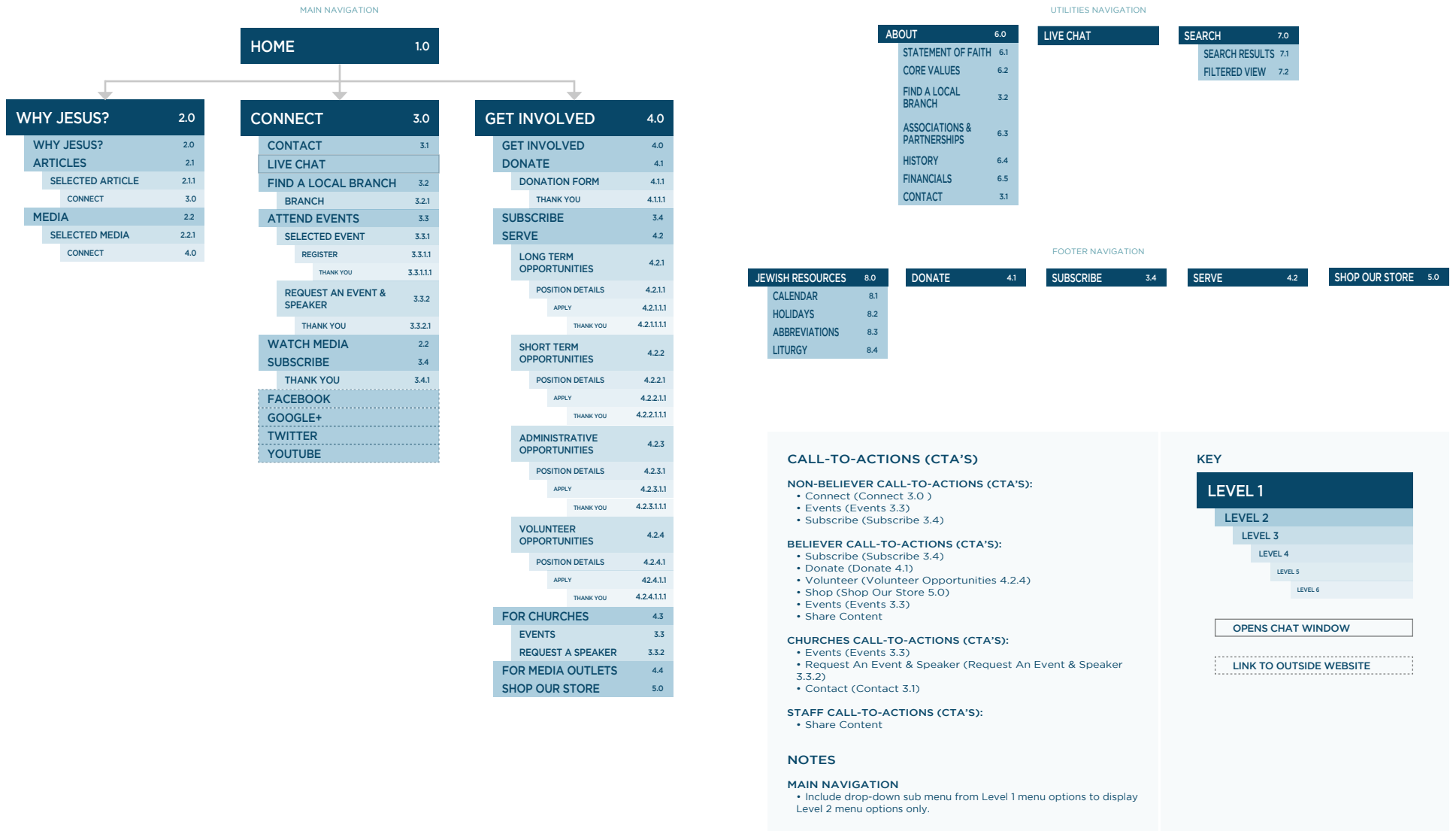
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SITE MAP



**UTILITIES NAVIGATION**

<b>ABOUT 6.0</b>
STATEMENT OF FAITH 6.1
CORE VALUES 6.2
FIND A LOCAL BRANCH 3.2
ASSOCIATIONS & PARTNERSHIPS 6.3
HISTORY 6.4
FINANCIALS 6.5
CONTACT 3.1

<b>LIVE CHAT</b>
<b>SEARCH 7.0</b>
SEARCH RESULTS 7.1
FILTERED VIEW 7.2

<b>JEWISH RESOURCES 8.0</b>
CALENDAR 8.1
HOLIDAYS 8.2
ABBREVIATIONS 8.3
LITURGY 8.4

**FOOTER NAVIGATION**

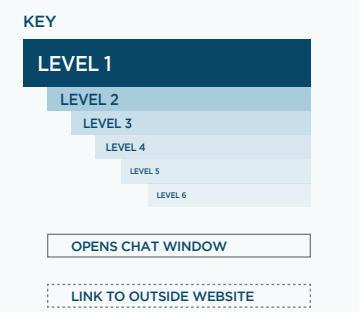
<b>DONATE 4.1</b>
<b>SUBSCRIBE 3.4</b>
<b>SERVE 4.2</b>
<b>SHOP OUR STORE 5.0</b>

- CALL-TO-ACTIONS (CTA'S)**
- NON-BELIEVER CALL-TO-ACTIONS (CTA'S):**
- Connect (Connect 3.0)
  - Events (Events 3.3)
  - Subscribe (Subscribe 3.4)
- BELIEVER CALL-TO-ACTIONS (CTA'S):**
- Subscribe (Subscribe 3.4)
  - Donate (Donate 4.1)
  - Volunteer (Volunteer Opportunities 4.2.4)
  - Shop (Shop Our Store 5.0)
  - Events (Events 3.3)
  - Share Content
- CHURCHES CALL-TO-ACTIONS (CTA'S):**
- Events (Events 3.3)
  - Request An Event & Speaker (Request An Event & Speaker 3.3.2)
  - Contact (Contact 3.1)
- STAFF CALL-TO-ACTIONS (CTA'S):**
- Share Content

**NOTES**

**MAIN NAVIGATION**

- Include drop-down sub menu from Level 1 menu options to display Level 2 menu options only.





## INFORMATION ARCHITECTURE (IA) - HOME

MAIN NAVIGATION

HOME

1.0

KEY

LEVEL 1

LEVEL 2

LEVEL 3

LEVEL 4

LEVEL 5

LEVEL 6

OPENS CHAT WINDOW

LINK TO OUTSIDE WEBSITE

### NOTES & INFORMATION ARCHITECTURE (IA)

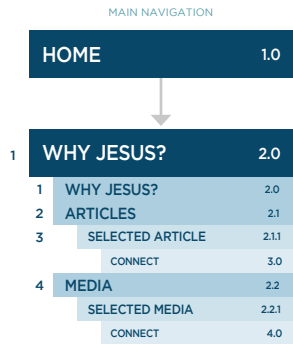
**Home (1.0):** Consider including the following content:

- Hero video: High quality, custom and authentic video of a user coming to know Jesus (their story, their why).
- Section: About Jews For Jesus summary with a CTA (About 6.0) to learn more about Jews For Jesus.
- Section: Why Jesus? summary with a CTA (Why Jesus? 2.0) to learn more about Why Jesus.
- Section: Connect CTA's (Connect 3.0 & Live Chat when available).
- Section: Summaries of the most recently written articles (2-6). Each summary shall include CTA to full article (Ex: Selected Article 2.1.1). Include CTA (Articles 2.1).
- Section: Subscribe CTA (Subscribe 3.4).
- Section: Reintroduce Connect CTA's (Connect 3.0 & Live Chat when available).

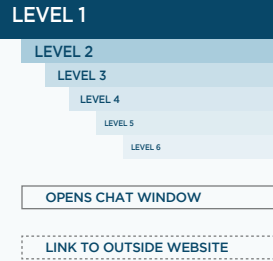
Information shall be presented in a way that naturally guides users through the page. A good mix of content and visuals shall be used to articulate the information being presented.



## INFORMATION ARCHITECTURE (IA) - WHY JESUS?



KEY



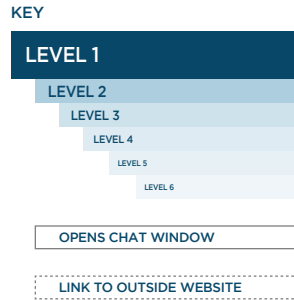
### NOTES & INFORMATION ARCHITECTURE (IA)

1. **Why Jesus? (2.0):** Consider including the following content (Reference: <https://www.charitywater.org/whywater/>):
  - Hero Video: High quality, custom and authentic video articulating 'Why Jesus?'
  - Section: Supporting content (Why Jesus?). Consider integrating Jews For Jesus mission statement and a CTA to Questions/Answers article (Ex: Selected Article 2.1.1).
  - Section: User testimonials (2-4) of users coming to know Jesus (their story, their why).
  - Section: Connect CTA's (Connect 3.0 & Live Chat when available).
  - Section: Specific article summaries (3-6) articulating 'Why Jesus?' (Ex: Proof Of Jesus Messiahship; Y'Shua - Let's Clear Things Up; Questions/Answers; etc.). Each summary shall include CTA to full article (Ex: Selected Article 2.1.1). Include CTA (Articles 2.1).
  - Section: Subscribe CTA (Subscribe 3.4).
  - Section: Reintroduce Connect CTA's (Connect 3.0 & Live Chat when available).
2. **Articles (2.1):** Shall include a list of all publication and blog articles in a blog-style platform/environment. Articles shall be categorized by content: 1) All, 2) Non-Believer and 3) Believer. Each category shall include recommended and popular/trending articles. Search, filter (By Topic, By Author) and sort (Newest, Oldest, Popular, Title - A to Z, Title - Z to A) options shall be made available for easier user navigation.
3. **Selected Article (2.1.1):** Shall include all content for the selected article, as well as: 1) CTA's (Live Chat/Contact; Subscribe - Subscribe CTA is determined by which publication the article is categorized in and/or SimplePath); 2) Share options (Facebook, Google+, Twitter, Email, Download, Print); 3) Author bio; 4) Related articles; 5) Next/Previous article navigation.
4. **Media (2.2):** Shall include media resources such as: 1) Videos; 2) Audio; 3) Etc. Note: A content strategy needs developed for media resources to determine which media resources shall be made available to support the Jews For Jesus mission/content strategy.

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## INFORMATION ARCHITECTURE (IA) - CONNECT



### NOTES & INFORMATION ARCHITECTURE (IA)

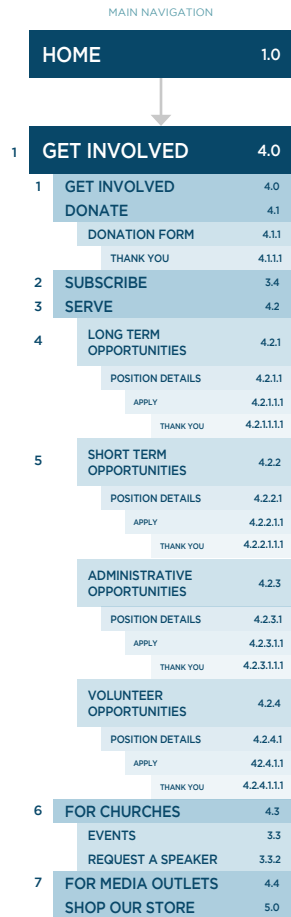
This section shall assist users in connecting with Jews For Jesus to allow them to: 1) Get their questions answered; 2) Allow their voice to be heard; 3) etc.

1. **Connect (3.0):** Shall redirect to Contact (Contact 3.1).
2. **Contact (3.1):** Shall include the following information to help users connect with Jews For Jesus: 1) Jews For Jesus contact information (Headquarters) including the address and phone number; 2) Contact form; 3) Social Networks (Facebook, Google+, Twitter, YouTube); 4) CTA's for Live Chat (when available, hidden when chat is offline); Find A Local Branch (Find A Local Branch 3.2); For Churches (For Churches 4.3); For Media Outlets (For Media Outlets 4.4).
3. **Live Chat:** Shall open a chat window. Chat shall allow users to chat with Jews For Jesus staff when Jews For Jesus staff are available and online. If Jews For Jesus staff are not available and chat is offline, Live Chat option shall be hidden.
4. **Find A Local Branch (3.2):** Shall include a list of all Jews For Jesus branches.
5. **Branch (3.2.1):** Shall include all content for the selected branch, including: 1) About the branch; 2) Branch contact information including the address and phone number; 3) Contact form; 4) Social Networks and/or website; 5) Branch staff (including staff bio), 6) Etc. Note: Jews For Jesus guidelines/standards need implemented to ensure consistency across branch information (ex: use of branch websites, style guides, etc.).
6. **Attend Events (3.3):** Shall include a list of all events, including 1) Church events and 2) Branch events. Filter/sort options shall be made available for easier user navigation. Include CTA to Request An Event & Speaker (Request An Event & Speaker 3.3.2).
7. **Selected Event (3.3.1):** Shall include all content for the selected event (event details). Include CTA to Register (Register 3.3.1.1) for the event (Note: Jews For Jesus is building the Event Registration).
8. **Request An Event & Speaker (3.3.2):** Shall include a contact form. Consider including a CTA for Live Chat (when available).
9. **Watch Media (2.2):** Shall redirect to Media (Media 2.2).
10. **Subscribe (3.4):** Shall include all subscription opportunities, including: 1) Issues; 2) Havurah; 3) Newsletter; 4) Prayer Updates. Include a summary of each subscription for user context. Shall include a subscription form allowing users to subscribe to desired subscriptions. Subscription options shall be available for 1) Digital (e-mail) and 2) Print (snail-mail). Consider including social media information.
11. **Facebook:** Shall open a new window and redirect to Jews For Jesus Facebook page.
12. **Google+:** Shall open a new window and redirect to Jews For Jesus Google+ page.
13. **Twitter:** Shall open a new window and redirect to Jews For Jesus Twitter page.
14. **YouTube:** Shall open a new window and redirect to Jews For Jesus YouTube channel.

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## INFORMATION ARCHITECTURE (IA) - GET INVOLVED



KEY

LEVEL 1

LEVEL 2

LEVEL 3

LEVEL 4

LEVEL 5

LEVEL 6

OPENS CHAT WINDOW

LINK TO OUTSIDE WEBSITE

### NOTES & INFORMATION ARCHITECTURE (IA)

This section shall include all information to assist users in contextualizing and joining the Jewish conversation by providing them opportunities to: 1) Support, take action and get involved by engaging (i.e. donate, subscribe, serve, etc.); and 2) Share content and opportunities.

1. **\*Get Involved (4.0):** Shall include summaries of each section content: 1) Donate (Donate 4.1); 2) Subscribe (Subscribe 3.4); 3) Serve (Serve 4.2); 4) For Churches (For Churches 4.3); 5) For Media Outlets (For Media Outlets 4.4); 6) Shop Our Store (Shop Our Store 5.0). Each section overview shall include a CTA (Ex: Serve 5.2).
2. **Subscribe (3.4):** Shall redirect to Connect > Subscribe (Subscribe 3.4).
3. **Serve (4.2):** Shall include summaries for each section content, including 1) Long Term Opportunities (Long Term Opportunities 4.2.1); 2) Short Term Opportunities (Short Term Opportunities 4.2.2); 3) Administrative Opportunities (Administrative Opportunities 4.2.3); and 4) Volunteer Opportunities (Volunteer Opportunities 4.2.4). Each section shall include CTA's (Ex: Long Term Opportunities 4.2.1).
4. **Long Term Opportunities (4.2.1):** Shall include a list of all available long term opportunities. Each opportunity shall include a CTA (Ex: Position Details 4.2.1.1) for more information about the opportunity.
5. **Short Term Opportunities (4.2.2); Administrative Opportunities (4.2.3); Volunteer Opportunities (4.2.4):** Content for these areas shall be presented in the same manor as Long Term Opportunities (4.2.1) described above.
6. **For Churches (4.3):** Shall include content to assist churches in easily understanding the value of having a Jews For Jesus guest missionary speaker. Include content such as: 1) High quality, custom and authentic video testimonial from a church/pastor; 2) CTA's for Events (Events 3.3) and Request A Speaker (Request A Speaker 3.3.2); 3) Contact information for general information.
7. **For Media Outlets (4.4):** Shall include content for media outlets/public relations, as well as a contact method for media requests. Reference: <https://www.prisonfellowship.org/resources/media-outlets/>

\*Consider including a side menu as an additional way to navigate to sections.

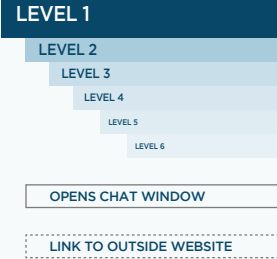
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## INFORMATION ARCHITECTURE (IA) - UTILITIES NAVIGATION



KEY



### NOTES & INFORMATION ARCHITECTURE (IA)

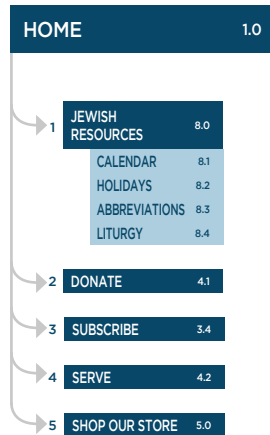
1. **\*About (6.0):** Shall include Jews For Jesus story (who we are, what we do) with a summary of each section content: 1) Statement Of Faith (Statement Of Faith 6.1); 2) Core Values (Core Values 6.2); 3) Find A Local Branch (Find A Local Branch 3.2); 4) Associations & Partnerships (Associations & Partnerships 6.3); 5) History (History 6.4); 6) Financials (Financials 6.5). Each section summary shall include a CTA (Ex: Core Values 6.2).
2. **Find A Local Branch (3.2):** Shall redirect to Connect > Find A Local Branch (Find A Local Branch 3.2).
3. **Financials (6.5):** Shall include all available public Jews For Jesus financial information.
4. **Live Chat:** Shall open a chat window. Chat shall allow users to chat with Jews For Jesus staff when Jews For Jesus staff are available and online. If Jews For Jesus staff are not available and chat is offline, Live Chat option shall change to 'Contact' (Contact 3.1).

\*Consider including a side menu as an additional way to navigate to sections.



## INFORMATION ARCHITECTURE (IA) - FOOTER NAVIGATION

FOOTER NAVIGATION



KEY

LEVEL 1

LEVEL 2

LEVEL 3

LEVEL 4

LEVEL 5

LEVEL 6

OPENS CHAT WINDOW

LINK TO OUTSIDE WEBSITE

### NOTES & INFORMATION ARCHITECTURE (IA)

- Jewish Resources (8.0):** Shall include helpful Jewish resources.
- Donate (4.1):** Shall redirect to Get Involved > Donate (Donate 4.1).
- Subscribe (3.4):** Shall redirect to Connect > Subscribe (Subscribe 3.4).
- Serve (4.2):** Shall redirect to Get Involved > Serve (Serve 4.2).
- Shop Our Store (5.0):** Shall redirect to Shop Our Store (Shop Our Store 5.0).

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