



## Jews For Jesus **USER JOURNEY'S & USE CASES**

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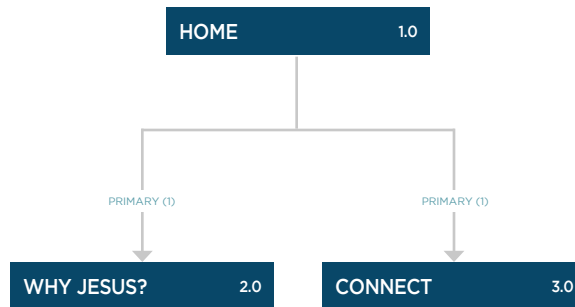
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## NON-BELIEVER USER JOURNEY

### NON-BELIEVER

(Jewish, but doesn't believe in perspective)



Jacob Stein

*"I'm probably the smartest guy in the room."*

#### Demographics

- Lawyer
- 32 years old
- Married (wife converted to Judasim)
- Lives in Westchester, NY
- Ivy League degree
- Parents are Reformed Jewish

#### Goals & Focus

- Make partner in law firm
- Have Jewish kids
- Nice home
- Make parents happy

#### Physical, Social, Tech Environment

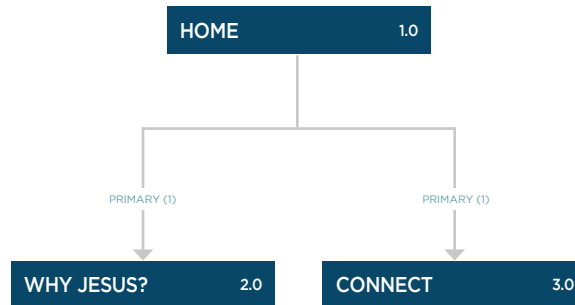
- Democrat
- Reads Washington Post
- Yankees season ticket holder
- Likes to drink beer
- Tablet user (sometimes uses Facebook)



## NON-BELIEVER USER JOURNEY

### NON-BELIEVER

(Jewish heritage, but is uncertain what to believe)



**Natalie Mizrachi**

*"I just want to know what's out there, especially if it's a new experience."*

**Demographics**

- Computer Programmer
- 34 years old
- In a relationship with her Cuban-American boyfriend
- Originally from Israel, transferred to NY for work (Intel)
- Engineering degree
- Israeli army for 2 years as an intelligence officer
- Family is modern Orthodox Israeli
- Strong understanding of Jewish culture/Hebrew scripture

**Goals & Focus**

- To stay in the U.S. and get citizenship
- To work for a start-up
- Traveled to India where she was ministered by Christians

**Physical, Social, Tech Environment**

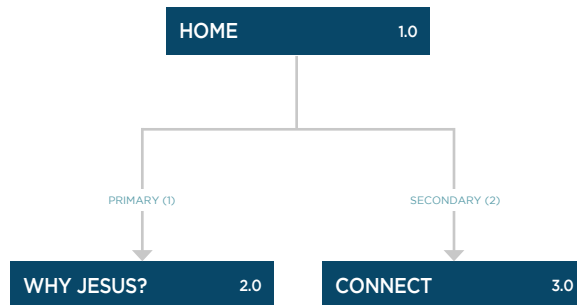
- Interested in connecting w/ pop-up Jewish events in NY
- Tal, her youngest sister, wants to live with her in NY
- Speaks 4 languages (Hebrew, English, Arabic & Spanish)
- Marathon runner



## NON-BELIEVER USER JOURNEY

### NON-BELIEVER

(Jewish heritage, but doesn't believe in anything)



Rylie Smith

*"Do whatever makes you happy."*

#### Demographics

- Graphic Designer
- 24 years old
- Single
- Lives in Berkeley, CA
- Youngest child from a diverse home (Jewish mom, non-believer Gentile)

#### Goals & Focus

- Fun
- Social justice
- Career path

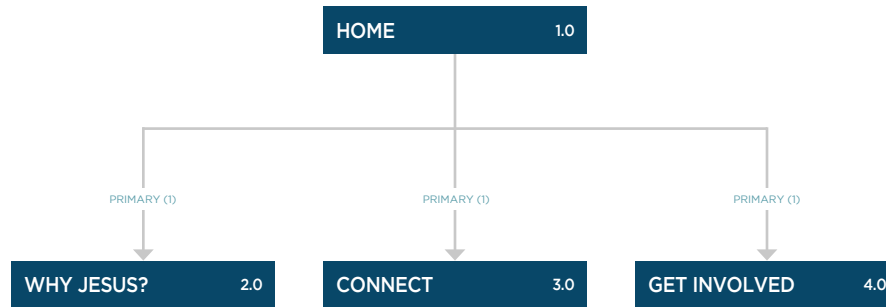
#### Physical, Social, Tech Environment

- Atheist
- LGBTQ activist
- BuzzFeed, Blogs, Meet-ups
- Instagram, Twitter, Facebook
- Outdoorsy/green
- Bernie Sanders supporter



## BELIEVER USER JOURNEY

**BELIEVER**  
(Jewish believer)



**Ari Berkowitz**

*"I'll let you know later (in a week or two)."*

**Demographics**

- Online start-up/Starbucks for cash flow
- 27 years old
- Psychology BA
- Lives in Hartford, CT
- Lives at home with Jewish believer parents

**Goals & Focus**

- Find a purpose
- Get a job
- Move out of parents home
- Get married

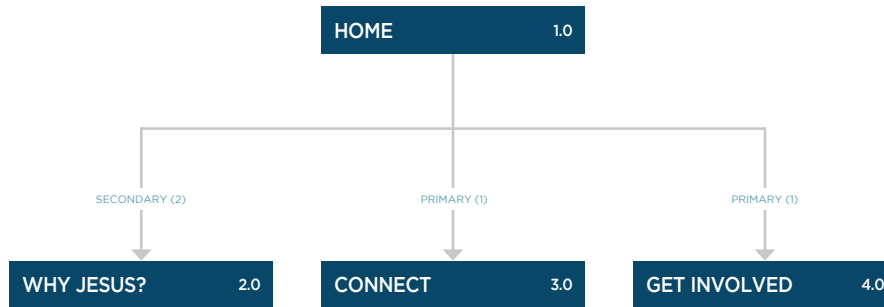
**Physical, Social, Tech Environment**

- Attends Reality Hartford
- Every tech outlet (digital native)
- Websites, Facebook, Twitter, Instagram, etc.
- Conversant on entire Marvel Comics universe
- Comments on all of the blogs



BELIEVER USER JOURNEY

**BELIEVER**  
(Gentile believer, JFJ supporter)



**Kenny Stevenson**

*"I may seem like a simple man, but I know what I stand for."*

**Demographics**

- Construction worker/Plumber
- 39 years old
- Married with 3 children
- Vocational School
- Lives in Yakima, WA

**Goals & Focus**

- Wants to start his own plumbing business
- Provide faithfully for his family
- Be a good role model to his children using the bible as his foundation

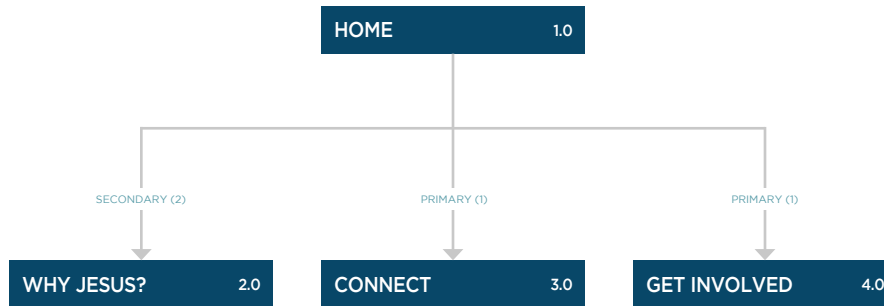
**Physical, Social, Tech Environment**

- Conservative
- Baptist Church
- Fisherman
- Reads Field & Stream magazine
- Loves Israel
- Attends church weekly



## BELIEVER USER JOURNEY

**BELIEVER**  
(Gentile believer, JFJ supporter)



**Martha Sturgess**

*"My prayer for my children is that they'll always follow the Lord."*

**Demographics**

- RN
- 48 years old
- Married with 1 young adult child
- Nursing degree
- Lives in Springfield, MO

**Goals & Focus**

- College fund
- Caring for aging parents
- Wants to give to something meaningful with time and resources

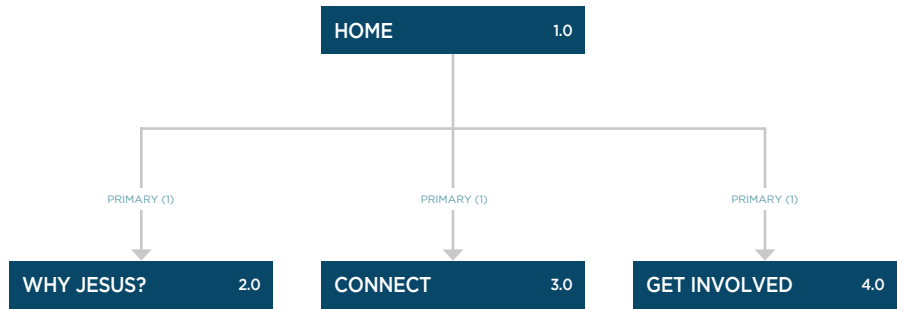
**Physical, Social, Tech Environment**

- BSF leader
- Conservative
- Plays Farmville
- On Facebook, blogs, email, Skype with grandparents
- Phone-centric and sends group texts
- Favorite verse: Proverbs 3: 5-6



**BELIEVER USER JOURNEY**

**CHURCHES/CONGREGATION**  
(Gentile believer - Senior Pastor)



**Troy Christophersen**

*"My job is to preach exactly what's in the bible and let the Holy Spirit do the rest."*

**Demographics**

- Former Navy (currently Senior Pastor at Calvary Chapel)
- 55 years old
- Married, father of 3 adopted children
- Business degree
- Lives in Peoria, IA
- Believer since his late 20's.
- No formal seminar training (discipled by previous pastor to strengthen his gift of teaching till he was ready to lead)

**Goals & Focus**

- See more community outreaches (park days, fairs, etc.)
- Broaden the discipleship program

**Physical, Social, Tech Environment**

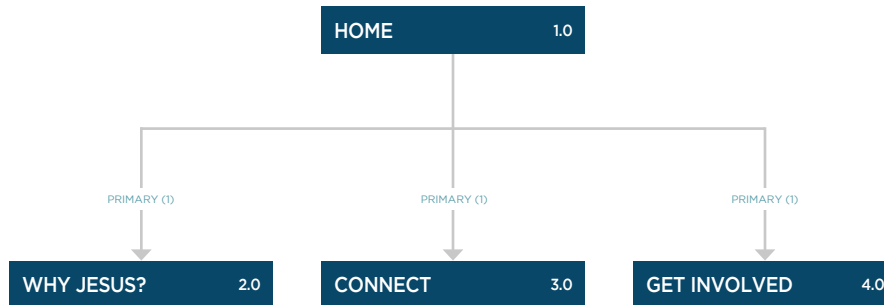
- Conservative, but doesn't preach his political views
- Enjoys outdoor activities with his family
- Reads theological commentaries
- Stays current on world news and how the church body can engage the spiritual needs, both local and abroad





BELIEVER USER JOURNEY

CHURCHES/CONGREGATION  
(Gentile believer - Teaching Pastor)



**Kurt Bradford**

*"I want them to hear the gospel of Jesus, but in a nicer way than maybe they've heard in the past."*

**Demographics**

- 55 years old
- Married 34 years, father of 2 adult sons (one walking with the Lord, one that is not)
- Formal education from Fuller Seminary
- Lives in Atlanta, GA

**Goals & Focus**

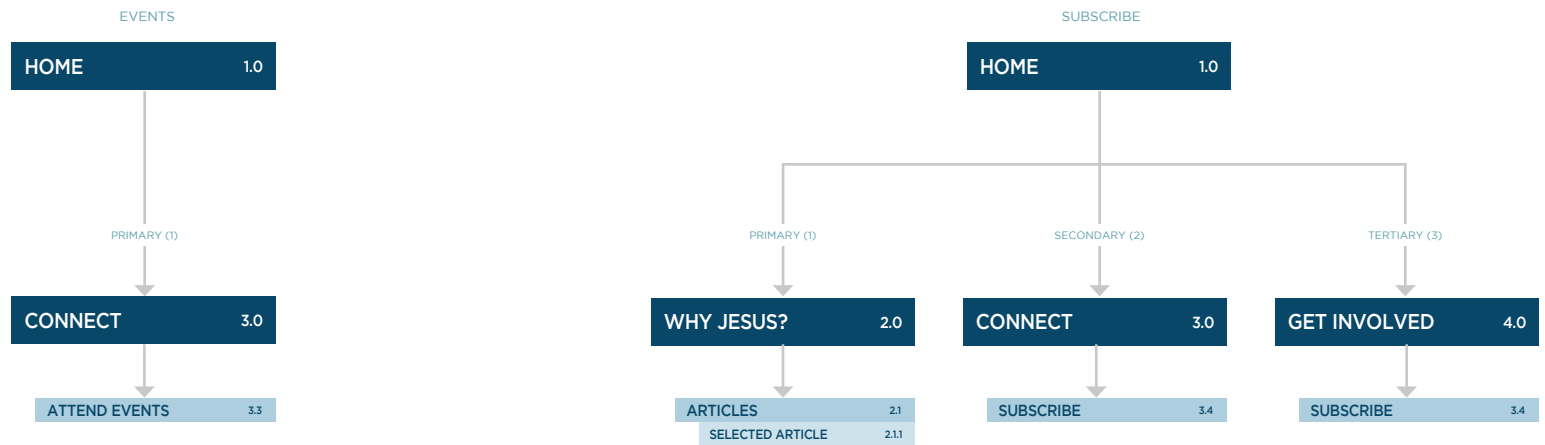
- Be more welcoming to people who have been hurt by the church
- Be kind and compassionate w/o compromising the gospel

**Physical, Social, Tech Environment**

- Keeps political views to himself
- Covenant Evangelical Free Church
- Enjoys physical activity (swimming, hiking and biking)
- Stays current on world news and how the church body can engage the spiritual needs, both local and abroad (hopes the physical world will open doors to discuss spiritual needs)



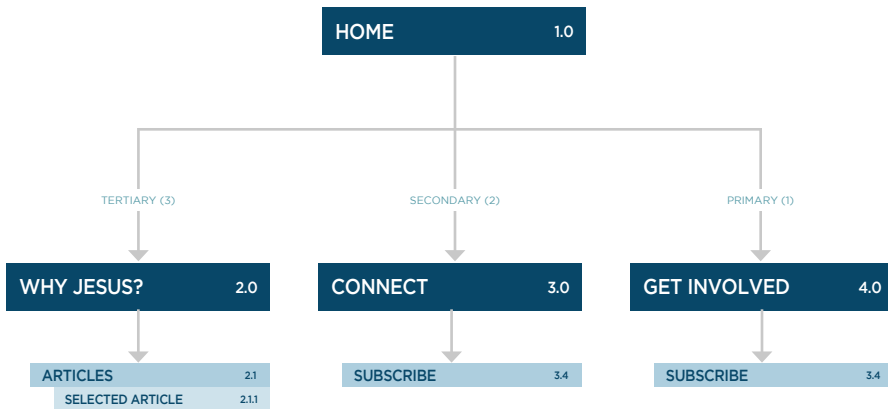
## NON-BELIEVER USE CASES



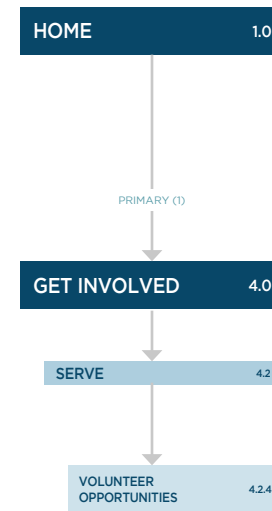


BELIEVER USE CASES

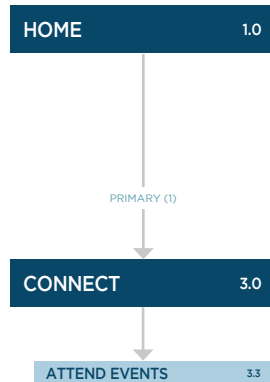
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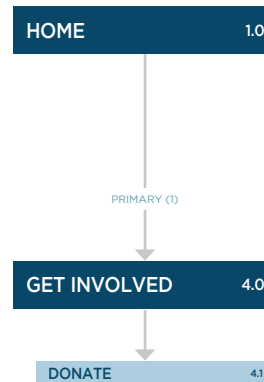
VOLUNTEER



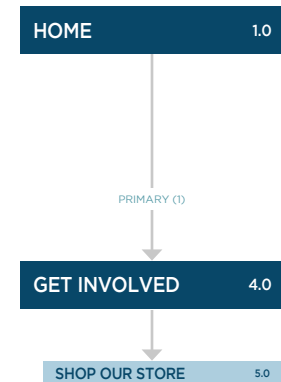
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FOR CHURCHES USE CASES

