



Jews For Jesus

UX PROJECT BRIEF

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PROJECT SUMMARY

Jews For Jesus (JFJ) has a vision to change Jewish attitudes and beliefs about Jesus and what it means to be Jewish. To assist with this vision, JFJ is engaging with Five Q in a UX strategy for their new website to better facilitate and serve the needs of both the organization, as well as their users. The over arching theme for the project is 'simplify' from what currently exists, omitting what is not necessary or no longer effective, and developing a strategy to help their users (including their staff) to more easily find, learn and engage with the content (as well as with JFJ).

Five Q is honored to have an opportunity serve alongside JFJ in solving this challenge, and to help JFJ multiple their impact.

This document, and the information provided herein, is intended to outline the following information related to this project:

- [Ministry Goals & Objectives](#)
- [Project Requirements](#) (project goals & objectives)
- [Project Non-Requirements](#) (project constraints & exclusions)
- [Users/User Groups](#)
- [User Goals](#)
- [Projected UX Tasks & Deliverables](#) (to assist in achieving the project goals & objectives)

MINISTRY GOALS/OBJECTIVES

- **ENGAGE** - expand our network of Jewish relationships, and help move people toward deeper engagement with the gospel. Positioning ourselves where we can best interact with our Jewish audience.
- **RELATE** - create space to present a unique Jewish perspective, informing educating and challenging Jewish assumptions about who Jesus is and what it means to be Jewish. Contextualizing and joining the Jewish conversation.
- **DEMONSTRATE** - Live out the message as Jewish believers in Yeshua. We seek to build a bridge for Jewish people to engage with Jesus in a deeper way. Community.
- **ACTIVATE** - Inspire and empower other believers that they would love and share the good news with Jewish people. Partnerships.

COMMUNICATION GOALS/OBJECTIVES

- **ENGAGE**
 - Targeted communication to both non-believers and believers.
 - Relevant messages based on ongoing analysis of audience needs



- Evaluate content and omit what is no longer effective or relevant
- Be open to experimenting with new ways of communicating
- **RELATE**
 - Consistency in representation and tone in messages to non-believers and believers
 - Create more 2-way conversations vs. one way download of information
- **DEMONSTRATE**
 - Offer good stories, communicate through storytelling
 - Messages should be high quality, showcase real and relatable people, be on topics non-believers and believers can connect to with language that is easy to understand
 - Breakdown stereotypes
- **ACTIVATE**
 - Offer small “bite-size” things non-believers and believers can easily do
 - Provide easy and clear access to resource opportunities
 - Mindful that non-believers are listening too
 - Provide feedback mechanism to track what resources are helpful

PROJECT REQUIREMENTS

(project goals & objectives)

PRIORITIES

- About JFJ
 - Clarity on JFJ’s story (who we are, who we serve, how we do it, why we do it, how to get involved, etc.)
- Site map & information architecture (IA)
 - Simple and intuitive navigation for easy and quick access to content
 - Simplified content categorization and structure with an IA that guides or funnels users through content, eventually encouraging them to engage and take action (CTA’s)
- Search (including filtering options)
- Encourage engagement
 - Connect
 - Contact
 - Online form
 - Phone call
 - Chat
 - Find a local branch
 - Connect with a local missionary
 - Subscribe to subscriptions/newsletters (both print and digital/email)
 - Make donations/gifts
 - View & attend events



- Schedule speaking requests
- Access online store
- Share content
- Maintain or improve upon SEO

CALLS TO ACTION

Non-Believers

- Connect
- View events (church events & branch events, include filters)
- Subscribe

Believers

- Subscribe
- Donate/Give
- Volunteer
- Purchase from store
- Share content (predominantly with non-believers)
- View events (church events & branch events, include filters)

Churches

- View events (church events & branch events, include filters)
- Schedule an event (missionary speaking engagements)
 - Connect with the missionary scheduled for the events
- View and request more information about missionary speakers
- Contact (general information)

Staff

- Share content

OTHER RECOMMENDATIONS & AREAS OF NEEDS

- A modern, flat and simple design utilizing current development technologies, best practices and methodologies to assist with optimal user experiences
- Enhanced user experience through responsive design (accessible on all devices)
- 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, imagery and video that is personal and creates user emotion
- A good mixture of copy and visuals (content) to articulate the message being presented
- User stories - communicate through storytelling



- Professional, high-quality video of user stories witnessing the mission and purpose of JFJ, creating impactful messages and user emotion within viewers.
- Articulate JFJ tone of voice:
 - Candor: openness, honest, clear, transparent
 - Engaging: responsive, empathic, thought-provoking
 - Approachable: affable, light-hearted, humorous
 - Innovative: dynamic, moving, enables break-through, generative
 - Passionate: bold, edgy and inspiring

PROJECT NON-REQUIREMENTS

(project constraints & exclusions)

All of the following are, or could become, concerns or constraints for this project:

- Budget
- Stakeholder and internal staff acceptance (i.e. some don't feel the need for outside resource help)
- Enough internal staff and resources to support the project
- Deadlines
- Lack of understanding and/or support in creating an effective digital strategy
- Cohesive internal communication, decision making and commitment

Things that will need to happen to support these concerns and constraints, as well as support overall project success:

- Ample finances
- Buy-in and commitment from all stakeholders and internal staff
- Proper staffing and/or resources (internal and external)
- Training/support on how to use the solutions provided
- Content strategy, implementation and execution (including content guidelines)
- Marketing strategy, implementation and execution (including content guidelines)
- Search engine optimization (SEO) strategy, implementation and execution
- Leadership

Specific experiences that are excluded and considered out-of-scope for this project (CTA's and/or user pathways to these areas are within scope):

- Donation (including donor user accounts)
- Store
- Microsites (including branch websites)



USERS/USER GROUPS

NON-BELIEVERS (predominantly Jewish)

- Jewish, but doesn't agree with perspective (Persona: Jacob Stein)
- Probably Jewish heritage, but doesn't know what to believe (Persona: Natalie Mizrachi)
- Probably Jewish heritage, but doesn't believe in anything (Persona: Rylie Smith)

BELIEVERS (Jewish & Gentile)

CHURCHES

- Pastors
- Church staff

STAFF

Personas:

See JFJ Personas.PDF for persona profiles.

User Analysis:

See JFJ User Analysis.PDF for user analysis.

**User groups were created after an interview with stakeholders from Jews For Jesus. If not already, we recommend conducting statistically valid user research in the future to confirm or modify the assumptions that were made.*

USER GOALS

NON-BELIEVERS

- Understand JFJ, mission, beliefs, etc. (JFJ's story)
- Evaluate and/or understand a unique Jewish perspective
- Evaluate and/or education on challenging Jewish assumptions (i.e. who Jesus is and what it means to be Jewish, etc.)
- Connect (i.e. where can I get my questions answered, where can my voice be heard)
- Get saved

BELIEVERS

- Contextualizing and joining the Jewish conversation/engaging
 - Opportunities to take action and get involved (i.e. donating, subscribe, volunteer, etc.)
 - Sharing opportunities



- Referral opportunities (i.e. refer non-believer friends to JFJ)
- Understand JFJ, mission, beliefs, etc. (JFJ's story)

CHURCHES

- Understand JFJ, mission, beliefs, etc. (JFJ's story)
- Referral opportunities (refer non-believers to JFJ)
- Resources specifically for churches
 - Church events (include filters)
 - Understanding the value of having a JFJ guest missionary speaker
 - Scheduling speakers

STAFF

- Edit/update content
- Reference and share content
- Search for past content

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PROJECTED UX TASKS & DELIVERABLES

(to assist in achieving project goals & objectives)

DISCOVERY:

- Stakeholder Interviews
- Personas
- User Analysis
- Project Brief (this document)

STRATEGY:

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

VISUAL DESIGN:

- Design (2 options for the home page, desktop platform)