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Crafting Personality through Web Usability: Western Avenue Ministries Website Initiative

Kaitlyn Kutz

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CRAFTING PERSONALITY THROUGH WEB USABILITY: WESTERN AVENUE MINISTRIES WEBSITE INITIATIVE

KAITLYN KUTZ

HONORS PROJECT

Submitted to the University Honors Program at Bowling Green State University in partial fulfillment of the requirements for graduation with UNIVERSITY HONORS

APRIL 29, 2013

Advisor
Ms. Jodi Hagg, Visual Communication and Technology Education

Advisor
Dr. Guven Zimmerman, Computer Science
INTRODUCTION

In the digital age in which we live, the Internet has become a primary place where people from across the globe can connect around common interests. Consequently, the web has become a primary way for non-profit organizations to foster engagement around their cause.

The purpose of my honors project was to discover how to stimulate such engagement, specifically through a non-profit organization’s website. Upon completing preliminary research, I found web usability to be a key to creating successful web experiences. Furthermore, I discovered that web usability in conjunction with a unified content and visual design strategy gives the website a personality that effectively attracts and engages web users.

After making these initial discoveries, I applied my findings with a real-world client. I completed a brand and website redesign project for Western Avenue Ministries, a non-profit organization located in Toledo, OH. Throughout the project, I conducted primary research to supplement the secondary research I completed prior to the project.

The following pages outline the process of completing this project and the rationale behind my final solution. To view the website I created as part of this project, visit katiekutz.com/wam. I have included the other components of my project in Appendix A and my process work in Appendix B.
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PROJECT SUMMARY

Overview
While I considered this as a client project, I performed more research than a typical client project would require. My approach to completing this project was an integration of the interactive media development cycle with the usability engineering lifecycle. Consequently, my project is a small-scale example of a digital solution that would be produced through the collaboration of interface designers, interactive designers, and user experience designers in the technology industry.

Objectives
- Establish a memorable brand
- Design a website that is consistent with the brand
- Craft a web experience that engages the end user through its usability and appealing design
- Optimize the website for various screen sizes so as to serve the needs of the target audience
- Deliver web content relevant to the target audience
- Implement best practices when designing and developing the website
- Compose materials to increase the ease of content management
- Create an email template for future use
USER EXPERIENCE DESIGN

✓ Deliverables: Sitemap, Wireframes, Content Inventory Spreadsheet (see Appendix B)

Information Architecture

To define the information architecture of the website, I created a sitemap and a content inventory spreadsheet. The sitemap is a schematic diagram of the hierarchy of information and establishes the main navigation, subpages, and information to be featured on the homepage. The content inventory spreadsheet provides more detail as to what content and functionality will be included on each page.

While the organization of the web pages was defined by a logical categorization of information, I selected the information to be featured on the homepage based on my research. The results of my Competitor Analysis study¹ as well as a study performed by usability specialists Jakob Nielson and Janelle Estes (2008) revealed that, in general, users visiting non-profit organization websites primarily seek information about the organization’s mission and use of donations.

Interface Layout

Following the definition of the information architecture, I created wireframes to establish the layout of the website. The two goals that determined the homepage layout were 1) to create an immediate brand impression and 2) to provide a clear and compelling call to action. I decided to create the brand impression by centering the logo and including a large banner image since participants in my Competitor Analysis study¹ indicated that imagery is effective in creating immediate impact. Because my research indicated that the path to engagement begins with exploring information about the organization, I chose “Explore our Mission” as the call to action.

Below the banner is recent news and event information, which the results of the Demographics Survey² I conducted indicated to be content the Western Avenue Ministries’ current online following would seek. Furthermore, several participants in

¹ For a detailed explanation of this study, see page 11.
² For a detailed explanation of this study, see page 10.
my Working Prototype Testing study³ identified this information as a reason to return to the website, due to its dynamic nature. Therefore, the inclusion of news and events on the homepage provides sticky content that encourages recurring engagement.

Below the news and events section of the homepage, I included a prayer request section, a feature my client requested. Three random prayer requests are selected from requests submitted through the website and displayed in this section on the homepage. I included a full list of submitted prayer requests on the “Pray” page.

I divided the inner pages into a main content section and a sidebar. In the sidebar of subpages, I included a sub navigation menu to encourage further exploration of the website content. Other notable functionality within the inner pages includes a contact form and event calendar.

**Responsive Design**

Based on the results of the Demographics Survey,⁴ I found that Western Avenue Ministries’ current online following browsed the Internet using various types of devices. The experience of browsing the web on a desktop computer differs from browsing the web on a handheld device in terms of the user’s environment and interaction with the interface. Thus, a popular approach to optimizing a website for various devices is called “responsive design.” With responsive design, the website is displayed differently for different screen resolutions.

I implemented responsive design into the website, altering the design for desktop computers, tablets, and smartphones. I designed the width of the website to expand and shrink based on the width of the device used to display the website. Likewise, the horizontal layout of the main navigation in the desktop, laptop, and tablet displays becomes a mobile dropdown menu to conserve screen space. This mobile dropdown menu follows the design conventions established by mobile applications, to which users have become accustomed. Due to the accessibility of the mobile menu, always located at the top of the browser, the sidebar sub navigation is eliminated for smaller devices to conserve screen space.

³ For a detailed explanation of this study, see page 14.
⁴ For a detailed explanation of this study, see page 10.
VISUAL DESIGN

✓ **Deliverables:** Branding Guidelines, Logo design, Comprehensive website designs (see Appendix B)

**Design Thesis**

During the initial discovery meeting, my client used the concept of a mosaic to describe the organization’s mission. My client explained that in the same way broken pieces of glass are placed together to form a beautiful work of art, the organization seeks transformation in the inner city of Toledo – to see broken lives become whole. Therefore, I based the visual design of this project on the concept of transformation and established a mosaic as a design motif.

**Branding Guidelines**

The color scheme was chosen to illustrate the concept of transformation. The blue hues symbolize renewal while the red hues symbolize power, love, and the blood of Jesus Christ. The typeface I selected for the logo, Yanone Kaffeesatz, is very geometric and compliments the geometric shapes of the mosaic pattern. I selected PT Sans to be used for utilitarian purposes such as body copy, as it is a very readable typeface.

**Logo**

Since my client already had a logo that was familiar to the community, I based the new logo design on the original, while revising it to reflect the concept of a mosaic. The city buildings in the logo allude to the organization’s urban environment. Likewise, the mosaic pattern resembles a stain glass window, which identifies the organization as faith-based. I have designed a full color version of the logo as well as a grayscale version.

**Website Design Comps**

The main homepage banner is meant to appear as if one was looking into the window of the church. I overlaid the banner image with the mosaic pattern found in the logo. In order to correspond with the geometric shapes in the mosaic pattern, I designed the interface of the website to have clean edges and lines.
DEVELOPMENT & QUALITY ASSURANCE

✓ Deliverables: Custom WordPress theme, functioning website, email template, site maintenance instruction manual

WordPress

I built the website utilizing WordPress as a content management system and developed a custom WordPress theme from the Roots Starter Theme. I selected this theme to establish my file structure because it was based on Twitter Bootstrap and HTML Boilerplate and already had some design functionality. Working with the Roots Starter Theme gave me an opportunity to learn how another designer and developer set up WordPress theme files so that I can develop my own system for setting up a WordPress themes in the future.

I utilized WordPress plugins and built in WordPress functionality to achieve some of the website functionality. I installed the Google Calendar Events plugin to display the Google Calendar and the Contact Form 7 plugin to create a Contact functionality. The prayer request functionality is built on WordPress’ comment system. This allows the web master to manage permission for displaying prayer requests on the site. Managing permissions is vital in order to monitor content displayed on the website as well as to protect the identity of individuals referenced in the prayer request submissions.

In addition, I implemented the jQuery libraries Masonry and Infinite Scroll to display the prayer requests on the “Pray” page. This creates an experience akin to pin boards on the Pintrest web application. The Infinite Scroll functionality in particular addresses the usability issue that arises from pagination, which deters some users because of the necessity to click through the pages. By automatically loading new content, users who would normally be deterred by pagination are encouraged to continue to explore the content.
**Code Validation**

After I finished developing the website, I validated my HTML and CSS with the W3C code validator. The only errors that remain are CSS vendor-specific prefixes that are required for consistency in appearance across all browsers. I also tested for JavaScript errors using Firefox’s developer tools. Only one error was found, however this error appeared in a vendor plugin and not in the code I was responsible for writing. The error did not impact the functionality of the script.

**Browser Testing Matrix**

I tested the website in the most popular browsers and on various devices and operating systems accessible to me. The items listed below were tested in each of the browsers in the matrix:

1. Layout
2. Dropdown menus
3. Contact form
4. Submit a prayer request form
5. Calendar
6. Masonry and Infinite Scroll scripts for on the “Pray” page

<table>
<thead>
<tr>
<th></th>
<th>Chrome 26</th>
<th>Firefox 11</th>
<th>Firefox 20</th>
<th>Safari 6.0.2</th>
<th>IE 9</th>
<th>IE 10</th>
</tr>
</thead>
<tbody>
<tr>
<td>Windows Vista</td>
<td>✓</td>
<td>✓</td>
<td>-</td>
<td>-</td>
<td>✓</td>
<td>-</td>
</tr>
<tr>
<td>Windows 7</td>
<td>✓</td>
<td>-</td>
<td>✓</td>
<td>-</td>
<td>-</td>
<td>✓</td>
</tr>
<tr>
<td>Mac OS X</td>
<td>✓</td>
<td>-</td>
<td>✓</td>
<td>✓</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>iPhone 5</td>
<td>✓</td>
<td>-</td>
<td>-</td>
<td>✓</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>iPhone 4</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>✓</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>iPad 2</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>✓</td>
<td>-</td>
<td>-</td>
</tr>
</tbody>
</table>

✓ Tested and approved  
- Untested
PRIMARY RESEARCH

Study #1: Demographics Survey

The purpose of this study was to determine the demographics of the organization’s existing online following. The organization posted the survey on their Facebook group page. Using SurveyMonkey, I launched the survey on January 5, 2013 and closed it on March 22, 2013, during which fifty-five individuals completed the study.

The survey results revealed a wide range of ages and Internet usage among the audience. About 87% of the respondents were between the ages of 18 and 64. The age distribution of these respondents was exactly even between the middle three age groups: ages 18-24, ages 35-49, and ages 50-64. I found a similar distribution of Internet usage among the audience, which is perhaps correlated with the range in the audience’s age. Nearly 42% claimed to access the Internet 1-5 times a day, about 24% claimed to access the Internet 6-10 times a day, and 31% claimed to access the Internet more than 10 times a day. Due to the range in age and Internet usage revealed by the survey, I have determined the audience to have a moderate skill level. Therefore, I have given consideration to implementing functionality for an audience of this skill level.

Among these respondents, the primary devices used for web browsing were mobile devices and desktop computers. For the purpose of my research, I defined mobile devices as handheld devices that can access the Internet, such as smartphones and tablets. These results confirm the trends observed by Mary Meeker in her 2012 study on the rise of Internet usage due to the adoption of mobile devices. Consequently, design considerations were given to optimizing the web experience for standard desktop browsing as well mobile browsing, as discussed on page 6.

The majority of respondents were associated with Western Avenue Ministries in some way with only 24% indicated they were not involved with the organization. Respondents indicated that they would visit their website to stay up-to-date on current news and view scheduled events. This helped me identify content sought by the organization’s existing audience, which should be featured on the homepage.

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5 For a copy of the survey questions I used for this study, see Appendix C.
**Study #2: Competitor Analysis**

In order to complete a competitor analysis, I selected three websites for non-profit organizations who were involved in a case in some way related to Western Avenue Ministries’ mission. I completed this study with six individuals. The participants were comprised of a prospective donor, a current donor, a prospective volunteer, a current volunteer, and two individuals who were not familiar with the organization. I presented the three websites to them, asking a series of questions regarding the visual design, navigation, and content. Based on their comments, I have implemented the design and content strategies that successfully engaged my participants and attempted to avoid the strategies that deterred engagement.

Successful elements:
- Use of images and logo to create impact and initial brand impression
- Well organized navigation to show structure of content
- Concise page content
- Overview of the organization
- Dates and times of events
- “Get Involved” terminology for donating time or money
- Numbers to illustrate the organization’s involvement and impact
- Use of headlines and bolded words

Unsuccessful elements:
- Many different links on the homepage (overwhelming)
- Animated, dynamic content (distracting)
- Missing event information
- Inconsistent use of colors (confusing)
- Referring to the abbreviated name of the organization without defining it (confusing)
- Grammatical errors (poor reflection on organization)

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For a list of the questions I used for this study, see Appendix C.
Study #3: Information Architecture Testing

The purpose of this third study was to test how successful users were able to locate information, given my preliminary information architecture. I created the study as an Optimal Workshop tree-testing survey, which ten participants completed. The study asked the participants to perform three different tasks. They were provided my information architecture as a tree of links to navigate through to find the information. Each link represented a page that would be found on the website. The participants’ overall success in selecting the correct location for the information was 90%. The participants scored 96% in overall directness in finding the correct location of information.

The first task asked participants, “You would like to give Western Avenue Ministries a financial gift. How would you do this?” The purpose of this task was to determine if participants would be able to effortlessly make a donation. All ten participants selected “Donate,” a subpage of “Get Involved.” I concluded that users would be able to make a donation given this content structure and made no revisions.

The second task asked participants, “You would like to find out when Western Avenue Ministries is serving food. How would you do this?” The purpose of this task was to determine if users would be able to find information needed to attend events held at Western Avenue Ministries. This task created slight confusion, as only seven participants thought the information would be found on “Meals,” a subpage of “Outreach.” Some participants chose “Events” as a likely place for the information they sought. Based on the study results, I made no revisions to the information architecture because the calendar on the “Events” page will include meal times as well.

The third task asked participants, “You would like to find out how you can help teach GED classes at Western Avenue Ministries. How would you do this?” The purpose of this task was to determine whether understood the intended meaning of the term “Outreach.” All ten participants navigated to “Outreach” and selected either the subpage “Volunteer” or the subpage “GED Classes.” Both of these selections were correct, therefore I concluded that users understood the term “Outreach” and made no revisions to the information architecture.
Study #4: Wireframe Testing

In order to determine the usability of my homepage wireframe, I created an Optimal Workshop “first click” survey. The study prompted the participants with three questions. Following each question, the participants were asked to click on the wireframe image as if they were browsing a website.

The first question prompted users to click on the wireframe as if they were seeking more information about the organization. Nine out of the ten participants clicked on “About” in the main menu and one participant clicked on “Mission” in the banner. Based on the results, I determined that information about the organization was easy to locate.

The second question prompted the users to click on the wireframe where they expected to find out if the organization accepts clothing items. The results of this question were much more varied, as four participants clicked on “Outreach,” three participants clicked on “Donate,” two participants clicked on “Get Involved,” and one participant clicked on “Contact.” In order to avoid frustrating the user, I included a link to the contact page in several locations in cases like this where information is difficult to find or missing.

The third question prompted users to click on the wireframe to find out more about a medical clinic that just opened. Nine out of the ten participants clicked on “Outreach” and one participant clicked on the “Recent News” headline. In order to prevent confusion regarding the “Recent News” headline, I made sure to distinguish between links and headlines in the visual design.
Study #5: Working Prototype Testing (Prelaunch)

During the development phase of this project, I conducted five in-person usability testing sessions with a working prototype of my website. I captured each session using Silverback software, which recorded the screen as well as the participants’ facial expressions and verbal comments. The participants were comprised of a current donor, two prospective volunteers, a current volunteer, and an individual who was not familiar with the organization. Similar to the Competitor Analysis, I allowed the participants to review the website while leading them through the study with a standard set of questions. The purpose was to evaluate the usability of the website. Overall the feedback was positive and helpful in identifying needed improvements.

Successful elements:
- Appealing design that is consistent with the brand
- Clean, simple layout
- Intuitive navigation system
- Concise content
- Simple contact form
- Dynamic content to encourage return visits to the website

Changes made based on user testing:
- Clarification that contact information will be kept private
- Added link to submit a prayer request on the “Contact” page
- Added the organization’s address to the “About” page
- Added visual cue to the logo upon hovering

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7 For a list of the questions I used for this study, see Appendix C.
REFERENCES


APPENDIX A: ADDITIONAL PROJECT COMPONENTS

Branding Guidelines

WESTERN AVENUE MINISTRIES | VISUAL BRANDING GUIDE

LOGO

COLOR

B & W

COLOR PALETTE

#DB3327 #F8814A #DC5744 #414042

#3847BF #FEB639 #518C8C #A7A9AC

TYPOGRAPHY

YANOHE KAFEE SATZ BOLD
YANOHE KAFEE SATZ LIGHT

PT Sans Regular
PT Sans Bold
PT Sans Italic
WAM WEBSITE MAINTENANCE:
INSTRUCTION MANUAL

Prepared by Katie Kutz

Last updated: 4/28/13

YOUR PROFILE

How to Login

1. Go to katiekutz.com/wam/wp-admin (once the website is launched, you will log in at wamteam.org/wp-admin)
2. Enter your username and password.
3. Click Log In.

How to update your profile

1. In the dashboard sidebar (see Figure 1), click Users.
2. Click your name.
3. Update your information. You may edit your first name, last name, nickname, and password. Note that the name you select for the "Display name publicly as" is the one that will be published on the website when you create a news post.
4. Click Update Profile.

How to Logout

In the upper right corner, roll over the button that says Howdy, [your username] and a dropdown menu will open. Click Log Out.

Figure 1: Dashboard sidebar
**Edit page Content**

1. In the dashboard sidebar, click *Pages*.
2. Click the *title of the page* you want to edit.
3. Enter the content in the main text editor.
4. Click *Update* to publish your changes.

**Add a news post**

1. In the dashboard sidebar, roll over *Posts* and click *Add New*.
2. Enter the post title in the first text box and the body of the post in the main content editor.
3. Set text styles (see Figure 2).
   - Ensure all paragraphs are set to *Paragraph*.
   - Use *Heading 2* and *Heading 3* for paragraph headings (Heading 1 is reserved only for page titles, so do not use that style in your posts).
   - To create a page introduction, make the first sentence its own paragraph and make it a *Blockquote* (see Figure 3).

---

**Figure 2: Text styles**

**Figure 3: Blockquote**
4. Assign a category to the post.
   • To select an existing category, simply select the corresponding checkbox.
   • To add a new category, click Add New Category.
5. Click Preview to ensure the post appears correctly on the website.
6. When you are finished writing the post, click Publish to post it on the website. If you are not ready to publish the post, click Save Draft and you will be able to return to the draft later.

Add images and video to posts

1. Click Add Media and a popup window will appear.
2. Add the picture or video file to your library.
   There are two ways to do this:
   • Drag the file over the popup window.
   • Click Select Files. Using the popup window that appears, navigate to where the file is stored and select it. Then, click ok.
3. Once the file is in the library, make sure it is selected (see Figure 4) and click Insert into Post.

Create a link within post or page content

1. Once you have written your post or page, you can create links within your content by highlighting the text you want to be linked.
2. With the text highlighted, click the link button (see Figure 5)
3. In the popup window, enter the web address for the link.
   If you wish to add an email link, enter mailto: followed by the email address (see Figure 6).
Ministry Update
April 14, 2013

Last week at WAM, by God’s grace, we served over 1,200 meals. Just a few months ago, we were only doing one meal a week. I was asked recently how we are handling the increase. Our answer: We have no idea, only God in his infinite wisdom knows!

WAM is now providing breakfast to the needy in our community 6 days a week and dinner 4 nights a week. Last year, when we sat down to plan our year, providing more meals to the community was not even a blip on the radar screen.

We plan, God laughs, right?! We did not feel that we had the time, financial resources or volunteer power for such an undertaking. The thought had not crossed our minds to even try.

Continue Reading
APPENDIX B: PROCESS WORK

Site Map

Note: see "WAM Information Architecture" spreadsheet for details regarding content and functionality of each page
## Content Inventory Spreadsheet

<table>
<thead>
<tr>
<th>Priority</th>
<th>Page Title</th>
<th>Description</th>
<th>Functionality</th>
<th>External links</th>
<th>Internal links</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Home</td>
<td>Brief mission and links to get involved</td>
<td>Graphics that highlights mission; recent news; service times and link to event calendar; a couple prayer requests listed, changes each time page loads</td>
<td>1) Donate 2) Volunteer 3) News 4) Event Calendar 5) Submit a prayer request 6) All prayer requests</td>
<td></td>
</tr>
<tr>
<td>1.1</td>
<td>News</td>
<td>Blog-like news updates</td>
<td>Blog</td>
<td>1) Kelly Kaiser’s personal blog</td>
<td></td>
</tr>
<tr>
<td>1.2</td>
<td>Event Calendar</td>
<td>Schedule of events and programs at WAM</td>
<td>Google calendar</td>
<td>1) Contact</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>About</td>
<td>Overview of WAM</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2.1</td>
<td>Our Mission</td>
<td>Outline of mission and vision</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2.2</td>
<td>Our Story</td>
<td>Brief history of WAM</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2.3</td>
<td>Our Team</td>
<td>List of staff members and short bio</td>
<td>1) Contact</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Outreach</td>
<td>Overview of ways WAM serves the community</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3.1</td>
<td>Worship Services</td>
<td>Description of worship services</td>
<td>1) Contact 2) Volunteer</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3.2</td>
<td>Meals</td>
<td>When meals are offered and food providers</td>
<td>1) Contact 2) Volunteer 3) Donate</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3.3</td>
<td>Baby U</td>
<td>Description of Baby U</td>
<td>1) Baby U Facebook page 1) Contact 2) Volunteer 3) Donate</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3.4</td>
<td>Beauty Project</td>
<td>Description of Beauty Project</td>
<td>1) Contact 2) Volunteer</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3.5</td>
<td>GED Classes</td>
<td>Description of GED classes</td>
<td>1) Contact 2) Volunteer</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3.6</td>
<td>Medical clinic</td>
<td>Description of medical clinic and hours</td>
<td>1) Contact 2) Volunteer</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3.7</td>
<td>Summer camp</td>
<td>Description of summer camp</td>
<td>1) Contact 2) Volunteer</td>
<td></td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>Get Involved</td>
<td>Overview of ways to contribute to ministry</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4.1</td>
<td>Pray</td>
<td>Need for prayer; list of all prayer requests that were submitted and approved to be displayed on site</td>
<td>1) Submit a prayer request</td>
<td></td>
<td></td>
</tr>
<tr>
<td>4.2</td>
<td>Volunteer</td>
<td>Ways to volunteer and associated time commitment</td>
<td>1) Contact</td>
<td></td>
<td></td>
</tr>
<tr>
<td>4.3</td>
<td>Donate</td>
<td>List of commonly needed items and instructions to make a financial contribution online</td>
<td>1) Needs Facebook page 2) First Data secure donation form 1) Contact</td>
<td></td>
<td></td>
</tr>
<tr>
<td>4.4</td>
<td>Mosaic Services</td>
<td>Description of Mosaic Services, time/place, and why/how to participate</td>
<td>1) Contact</td>
<td></td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>Contact</td>
<td>Contact info; contact form</td>
<td>Sends data entered into form to content manager</td>
<td>1) Google map directions 1) Submit a prayer request</td>
<td></td>
</tr>
<tr>
<td>5.1</td>
<td>Submit a prayer request</td>
<td>Enter prayer requests (option to be anonymously)</td>
<td>From form to enter prayer requests; sends prayer request to content manager for approval</td>
<td>1) All prayer requests</td>
<td></td>
</tr>
</tbody>
</table>
Wireframes

Transforming south Toledo through the power of the gospel and community development

Recent News

Services

- Sundays
  - Worship: 5:00pm
  - Meal: 6:00pm
  - Free groceries: 6:30pm
- Wednesdays
  - Worship: 6:30pm
  - Free groceries: 7:30pm

Prayer Requests

Submitted by Dawn | February 17, 2013

Submitted by Katherine | February 21, 2013

Submitted by Tom | February 18, 2013

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About

"...Be strong, and let us use our strength for our people and for the cities of our God, and may the Lord do what seems good to him."

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Donate
Pray

How can you help?

VOLUNTEER.

DONATE.

PRAY.

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Pray

Prayer Requests

Submitted by Tara | February 25, 2013
"...

Submitted by John | February 25, 2013
"...

Submitted by Dana | February 24, 2013
"...

Submitted by George | February 23, 2013
"...

Submitted by Dana | February 24, 2013
"...
News

A new Beth Moore women's Bible study starting in March
Posted by Kelly | February 20, 2013

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APPENDIX C: MATERIALS USED FOR PRIMARY RESEARCH

Demographics Survey

This is a short survey to determine information about individuals who may visit the website soon to be developed for Western Avenue Ministries. The results will be anonymous and will only be shared with team members on the website development project. Your participation is greatly appreciated!

Please note: taking this survey indicates your consent for your answers to be recorded and reported to Western Avenue Ministries and Bowling Green State University.

1. What is your gender?
   [ ] Male  [ ] Female

2. What is your age?
   [ ] Under 18  [ ] 18 to 34  [ ] 35 to 49  [ ] 50 to 64  [ ] 65 or older

3. How would you describe your involvement with Western Avenue Ministries?
   (Check all that apply)
   [ ] No involvement
   [ ] Occasional guest
   [ ] Church member
   [ ] Participant in a program (Ex: Baby U, the Beauty Project)
   [ ] Volunteer
   [ ] Financial supporter
   [ ] Staff member
   [ ] Other (please specify):___________________________________________

4. How often do you access the Internet?
   [ ] More than 10 times each day
   [ ] 6-10 times each day
   [ ] 1-5 times each day
   [ ] A of couple times per week
   [ ] Rarely
   [ ] Never

5. What device do you most often use to access the Internet?
   [ ] Mobile phone
[ ] Tablet
[ ] Laptop computer
[ ] Desktop computer
[ ] Widescreen display
[ ] N/A

6. Why would you visit a website for Western Avenue Ministries? (Check all that apply)
[ ] Learn more about the ministry
[ ] View scheduled events
[ ] Stay up to date on current news
[ ] Make a financial contribution
[ ] Contact the staff
[ ] Submit a prayer request
[ ] Other (please specify): ________________________________

Thank you!

**Competitor Analysis**

1. From looking at the homepage, can you tell me what the organization does?
   a. [If yes] Tell me how you know
   b. [If no]
      i. Is there information that is confusing to you?
      ii. Is there information missing that you would find helpful?
2. What is the most helpful part of the homepage? Why?
3. Where would you click first?
4. Before you click there, pretend like you are going to make a donation, how would you do it?
5. Navigate through a few pages and tell me what about the website is helpful to you.

**Working Prototype Testing**

**General Evaluation**

**Ask the user to explore the homepage as they usually would, but not to click on anything.**
1. What is your first impression of the organization based on the homepage?

2. Is the information on the homepage relevant and/or helpful to you? Why or Why not?

3. Where would you click first? Why?

**Give the user 3 minutes to explore the website**

4. How intuitive is the navigation system?

5. Is the information easy to read?

6. Can you quickly return to the homepage?

7. What would encourage you to revisit this site in the future, if anything?

Specific Task Evaluation

1. Contact
   a. How would you rate the ease of completing contacting WAM?
   b. Was there anything in the process that would discourage you from doing so?

2. Submit a prayer request
   a. How would you rate the ease of completing submitting a prayer requests?
   b. Was there anything in the process that would discourage you from doing so?

Additional Comments?