Sarah Lafferty

Communication Director

Primary Persona

"It's important to maintain a regional and local connection."

"Maintaining sites is only 20% of what I do."

Goals

1. Regularly update her readers through the website and all other channels they are following.
2. Keep the website fresh with content and accurate information.
3. Ensure the information on the website is easy for her readers to find.
4. Adjust the design of the website to meet the needs of her organization and to make it stand out as its own entity with a fresh, modern look.
5. Save time through leveraging the CMS, pre-existing templates, and her coworkers to offload updates she doesn't need to be involved with.

About

Sarah works as a Communication Director for a regional department within the Seventh-Day Adventist Church hierarchy. Her job is to handle communication within her department, across departments within the SDA Church, and occasionally with organizations external to the church. She works across many media channels, including the website, social media, a print magazine, and paper and email newsletters.

Sarah spends the most time on website maintenance of anyone on staff, but it is still a relatively small part of her job. A lot of her pain is around how long it takes to make changes to the site - she isn't very happy with the current design or her CMS, but fixing it is a daunting, expensive challenge. She doesn't often have budget to hire a team of professionals, and although she has some familiarity with web technology, she can only make relatively simple changes on her own.

Example Site Tasks

- Post news updates, video, photos, and files to the website via the CMS.
- Adjust site templates to change the visual style or improve usability (e.g., adjusting the navigation).
- Update Facebook, Twitter, and/or other social media channels.

Tools & Technology

- HTML and simple CSS. No formal training.
- CMS - familiar enough to find & update templates as well as post content.
- Photoshop. Used to use Dreamweaver before the CMS came along.

Pain Points

- CMS is too inflexible and user-unfriendly for her to train others to update it on their own.
- Fixing the core usability, design, and missing functionality problems on the site is a large, expensive project.

Simon White

Web Production Specialist

Secondary Persona

"These templates aren't robust enough for what we need."

"There's no end to stupid questions!"

Goals

1. Develop websites that offer adequate features to meet Sarah's communication needs as well as the necessarily language, accessibility, security, and budgetary requirements.
2. Empower Sarah and her coworker to make updates to the website on their own so they are constantly coming back to him with requests.

About

Simon is a consultant who works with Sarah as well as other website administrators throughout the Seventh-Day Adventist Church. Unlike Sarah, working on websites is his full-time job. He's fairly technical - he's deeply familiar with HTML and CSS, proficient with Javascript and JQuery, and has recently started working with Sass and Compass. Although his main focus is on programming, Simon also has some design background and can make design changes and assets in addition to code.

Simon supports many websites and has little time to spend building them and even less for maintaining them. His pain centers around having to implement too many workarounds, whether its dealing with an intransigent CMS, underpowered templates or libraries, or constant change requests from his clients. He's often frustrated with the lack of technical ability exhibited by his clients - no matter how much he documents, they still struggle to do what he considers to be simple tasks.

Simon does not determine the requirements for the site itself - that's Sarah's call - but as he is highly technically proficient she defers to him on technology choices, so he has veto power over any new framework, CMS, or library.

Example Site Tasks

1. Add support for right-to-left languages to Adventist.org templates.
2. Upgrade the CMS for security purposes.
3. Update the CSS to accommodate client requests for design tweaks.
4. Add a calendar component to the site.
5. Create an entirely new site template to support new functionality, design, responsiveness.

Tools & Technology

- Sublime, Git, Adobe Creative Suite
- Build tool, merge tool, Google Analytics
- For some sites, uses a framework like Bootstrap
- Deeply familiar with multiple CMSes

Pain Points

- Many clients on inferior CMS (SimpleUpdates, NetAdventist) that is difficult to work with.
- Too many requests for small updates take up a large chunk of his time.
- So far, tools provided by the GC have not met his requirements for international languages, flexibility, etc.

Jorge Guerrero-Morena

Digital Media Manager

Primary Persona - Variation

"We need to break down silos."

Goals

1. Leverage the website and other digital channels to reach a broad audience of Adventists and non-Adventists.
2. Ensure the technology he chooses works for his audience, who may only have access to lower-end or older technology and may know little about the Seventh-Day Adventist organization.
3. Reach an internal audience of Seventh-Day Adventist donors to help fund his mission.

About

Jorge's role is similar to Sarah's and many of his goals overlap with hers. However, unlike Sarah, Jorge works for an externally-facing mission that is tasked with outreach to Adventists and non-Adventists alike. He needs to consider the needs of a broader audience than Sarah, but he also has access to a larger pool of stories about the good work the Seventh-Day Adventist church is doing.

Jorge shares many of Sarah's concerns about the difficulty of making updates, ensuring information is easy to find, etc. Additionally, he has a lot of pain around sharing information within the Seventh-Day Adventist Church. He must spend time doing external outreach to accomplish his mission, but he also needs to spend time doing internal drives for donations to fund the work that he does. The time required to serve both audiences causes him a lot of headaches.

Jorge has a clear need to diverge from the main Seventh-Day Adventist brand to reach an audience of non-Adventists. At the same time, it benefits the church to be associated with his good work.

Example Site Tasks

1. Update social media and send out enewsletters - even more frequent than Sarah.
2. Post news, video, audio, and other files to the website.
3. Build out a microsite for a specific initiative.
4. Integrate a donation form.

Tools & Technology

- Similar to Sarah - HTML, CSS, familiar with updating both content and templates in the CMS.

Pain Points

- No infrastructure available to help him get his message out throughout the Seventh-Day Adventist Church.
- May have significant security concerns as his public projects are a more visible target.
- Must handle multiple languages and cultures, coordinate volunteers for translation.
- Publishes a large volume of content and the CMS he's using wasn't built to handle this.

Paul Stevens & Evelyn Olson

Church Pastor & Volunteer

Served Personas

"Nobody is spearheading website changes."

"The website just needs clear information and
to work on mobile."

Goals

1. Get sermons, events, announcements, etc. up
   on the website quickly and easily.
2. Avoid thinking about the website as much as
   possible.

About

Paul is a pastor at a mid-sized local church. With a
reasonably-sized and diverse membership, Paul has
had to rely on the church's website more and more
in recent years. He's not entirely comfortable with
it. He's familiar enough with technology from a user
perspective - he has a facebook account and gets
most of his news from the web - but he knows very
little about HTML, CSS, and other underlying web
technologies.

Paul has a vague sense that digital channels
are important for reaching out to the younger
generation, so he'd like to do more with it. He
created a Facebook Page for the church awhile back
- it boasts over 100 followers but gets updated only
occasionally.

Paul isn't entirely happy with the church's website
- it currently isn't responsive and doesn't look
good on mobile devices. He'd also like to do more
with video. But there is no one available to drive a
redesign, and he has no budget to hire an outside
agency to do it for him.

Evelyn is a volunteer who works with Paul. She is no
more familiar with web technologies than he is, but
as the most tech-savvy of the volunteers updating
the site often falls to her. She is the one who does
most of the posting and occasionally contacts
support if the website is broken.

Example Site Tasks

1. Post PDFs of sermons on the website.
2. Post annoucements of church events and
   church-related news.
3. Share a story on Facebook related to a recent
   sermon.

Tools & Technology

- Familiar with updating content in the CMS, but
  little else.

Pain Points

- Website is not responsive, when more and more
  members are viewing it on mobile.
- Redesigning the site to support responsive,
  event calendars, video sections, etc is
  too expensive for the church's budget to
  accommodate.