



# Emergent Themes

March 16, 2016



**Create efficiency**

“I have limited time.”

“[Maintaining sites] is only 20% of what I do.”

“In recent years, I haven’t had the time or resources to do a custom design.”

“What keeps me from working on the site?  
Time, money, space... you know... everything.”

# **Customization & Individuality**

“Churches want to feel and look different.”



“It’s important to have the same identity [as the GC] but there needs to be flexibility.”

“It’s important to maintain a regional  
or local connection.”

“The corporate identity is built with a North American culture and with a global world church headquarters culture.”

“If you’re moved to the GC site from a local church site, it doesn’t work quite so well, so we created a local [design] variation.”

“Unions and individual churches tend to be very protective of what they create. They’re afraid that the union will block their campaigns/initiatives and that they won’t have the freedom to launch what they feel is important.”

“Independence is built into the Adventist DNA.”

**Introduce governance**



“We’re totally breaking the brand standards.  
We’ve done our own thing based on what we  
thought we needed to do.”

“I’m open to using a specific set of templates  
as long as it helps us reach our target  
audience and doesn’t turn any audiences off.”

“I don’t know if it’s a good idea for a denomination to hand down a set of tools and mandate what we need to use.”

“I didn’t feel like there was a strong direction established from the GC. There was no mandate or directive to use it.”

**Create a comprehensive  
design system**

“The templates aren’t robust enough.”

“We haven’t updated the design yet because we are waiting on updates to the code, like Cyrillic letters for multiple languages.”



**Foster consistency**

“Consistency with the GC website is not something that crosses my mind much.”

“There hasn’t been a drive for consistency.”

“Management needs to be made aware of *why* we need to be consistent. They need to be pulled into the process.”

“The GC even violates their own brand standard by using turquoise instead of green and gold.”

# Design for Scale

“We have over 100 websites at the General Conference alone. What about the thousands of websites globally?”



**Involve the community  
in the process**

“We redesigned our sites and then the GC launched the new [adventist.org](http://adventist.org) site. We didn’t have any idea they were doing this.”

***What's missing?***

**1**

**2**

**3**

A man with short, light brown hair and glasses is shown from the chest up. He is wearing a dark, patterned button-down shirt. His hands are raised in a gesturing motion, with his fingers slightly curled. He is wearing a black digital watch with a black strap on his left wrist. The background is blurred, showing other people in a dimly lit room. A semi-transparent blue gradient is applied over the image, and the text 'OKRs' is prominently displayed in the center in a large, white, sans-serif font. Below it, the text 'Objectives & Key Results' is written in a smaller, white, serif font.

# OKRs

Objectives & Key Results

# Objectives

Ambitious, vague, and somewhat uncomfortable

# Key Results

Set and evaluated quarterly. Measurable.



## OBJECTIVE

Improve Gmail's performance

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## KEY RESULTS

Reduce initial load time by 20%

Speed satisfaction increase by 2 points (survey)

Reduce in-app time by 20%

# Grading Key Results



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Improve Gmail's performance

## KEY RESULTS

- 5 Reduce initial load time by 20%
- o Speed satisfaction increase by 2 points (survey)
- 10 Reduce in-app time by 20%

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## OBJECTIVE

A shared vision for the Adventist Digital Design System

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## **KEY RESULTS**

Prioritized goals

Quick, small hypotheses

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## **KEY RESULTS**

3 prioritized goals

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A shared vision for the Adventist Digital Design System

## KEY RESULTS

- 10 3 prioritized goals
- 3 quick, small hypotheses

10% more sites  
using GC templates