

HolyWork

Final Report

A Community App for Church Volunteers and Worship Organization.

Professor

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Course

CSIS 3375-001 : UX Design in Web & Mobile App

Git: [HolyWork](#)

Figma: [HolyWork](#)

App Idea for Prototype

Describe the app

HolyWork is a mobile-first volunteer coordination platform designed specifically for faith communities. The application serves as a comprehensive hub that connects church volunteer coordinators, team leaders, and volunteers through streamlined scheduling, cross-church collaboration, spiritual engagement features, and privacy-controlled communication tools.

The core functionality includes: - **Volunteer Scheduling:** Automated scheduling system with smart reminders (72 hours, 24 hours, and day-of notifications) that reduces coordinator workload from 2-4 hours to under 45 minutes weekly - **Cross-Church Network:** Enables volunteers to discover and serve at partner churches within a 10-20 mile radius, addressing resource constraints for specialized roles like musicians and technical support - **Prayer Wall:** Community prayer request system with 4-level privacy controls (Church-wide, Team Only, Leadership, Private) addressing sensitive information concerns - **Team Communication:** Unified messaging platform replacing fragmented tools (email, WhatsApp, spreadsheets) with file sharing, reactions, and searchable history - **Bible Study Integration:** Reading plans, daily passage previews, scripture library, and personal study notes supporting 83.3% of users who participate in weekly Bible study

How is it novel?

HolyWork distinguishes itself from existing church management tools through several key innovations:

1. Cross-Church Volunteer Network Unlike Planning Center (used by 44.4% of surveyed churches) which focuses on single-church management, HolyWork enables regional church collaboration. Volunteers can discover opportunities at partner churches, complete with distance filters (5, 10, 20 miles), skill matching, and verified profiles. This addresses a critical gap: 66.7% of surveyed users expressed interest in volunteering at other churches.

2. Privacy-Controlled Prayer System Current solutions treat prayer requests as simple posts. HolyWork implements a 4-level authorization system developed from interview insights (Alice Chen, age 65) addressing concerns about sensitive personal information. Users explicitly select visibility: Church-wide, Team Only, Leadership, or Private with prayer partners.

3. Unified Spiritual-Practical Integration Competitors separate volunteer coordination from spiritual engagement. HolyWork integrates Bible study tools (4.00/5.0 rating), prayer features, and volunteer management into a cohesive experience that honors the faith context of church service.

4. Accessibility-First Design While competitors offer standard interfaces, HolyWork provides dedicated accessibility mode with large fonts (up to 250% scaling), simplified

“Basic Mode” interface (4 large buttons), video tutorials, and hybrid communication options (phone numbers always accessible) specifically designed for users like Dorothy (age 68) with lower tech comfort (11.1% of users).

Description of transformative user experience

HolyWork transforms three critical experiences for church communities:

For Coordinators (Margaret’s Story) Before: Margaret, a single mom church administrator, spent 3-4 hours weekly confirming volunteers across 5+ tools (email, WhatsApp, Google Sheets, phone calls, paper sign-ups). Last-minute cancellations caused panic, and finding substitutes required urgent phone trees.

After: Margaret opens HolyWork during her 2-hour window before picking up her kids. The dashboard shows all upcoming service gaps color-coded by urgency. With one tap, she sends bulk reminders. A notification shows 2 volunteers confirmed while she works. The cross-church feature automatically suggests qualified substitutes from partner churches. She generates a participation report for the board meeting and finishes in 45 minutes—75% time savings.

For Volunteers (Robert’s Story) Before: Robert, a 48-year-old accountant and father of three, struggled with communication chaos—too many group texts, emails buried in work inbox, unclear task expectations. He sometimes forgot commitments or discovered conflicts too late.

After: Robert’s HolyWork schedule syncs with his family Google Calendar. When his daughter’s college tour conflicts with November 17th service, the app suggests alternative dates and automatically notifies his team. On service day, he follows a visual task checklist (“Greet guests at main entrance” ✓ “Serve coffee and refreshments” ☐), checks in when arriving, and receives a thank-you message from Margaret with a photo of the welcoming atmosphere he helped create.

For Elder Members (Dorothy’s Story) Before: Dorothy, 68, avoided church apps entirely—small text, confusing navigation, and no way to call someone when confused. She relied on paper calendars and phone trees, often missing announcements.

After: Dorothy’s friend Helen helps her enable accessibility mode: large fonts, high contrast, simplified interface with 4 big buttons (My Schedule, Prayer, Serve, Call). The app shows her next Sanctuary Guild assignment with clear date/time. A Thursday reminder notification appears. When confused about flower budget, she taps the coordinator’s name to see Margaret’s phone number and calls directly. She feels included in the digital community while maintaining comfortable communication options.

Background Research

Market competitors and inspirations

Primary Competitors Analysis

1. Planning Center (planningcenter.com) - Market Position: Leading church management platform, used by 44.4% of surveyed churches - **Strengths:** Comprehensive scheduling, service planning, check-in system - **Weaknesses:** Complex interface, no cross-church features, limited spiritual integration - **Price:** \$0-\$299/month depending on modules - **Gap Identified:** Single-church focus, no volunteer sharing network

2. Church Center (churchcenter.com) - Market Position: Planning Center's member-facing companion app - **Strengths:** Clean mobile interface, group management - **Weaknesses:** Requires Planning Center backend, limited standalone features - **Gap Identified:** Tightly coupled ecosystem, not accessible for smaller churches

3. Breeze ChMS (breezechms.com) - Market Position: Simple church management for small-medium churches - **Strengths:** Easy setup, affordable (\$50-100/month) - **Weaknesses:** Basic volunteer features, no prayer wall, limited customization - **Gap Identified:** No spiritual engagement features, no accessibility mode

4. Elvanto/Tithe.ly ChMS - Market Position: All-in-one church platform - **Strengths:** Comprehensive features, giving integration - **Weaknesses:** Steep learning curve, overwhelming for volunteers - **Gap Identified:** Admin-focused, not volunteer-friendly mobile experience

Design Inspirations

YouVersion Bible App - Inspiration: Daily engagement patterns, reading plans, community features - Applied: Bible study integration with early-week passage preview (Alice Chen's need)

WhatsApp Groups - Inspiration: Team communication, file sharing, reactions - Applied: Team chat with familiar messaging patterns, but organized by ministry

Eventbrite/SignUpGenius - Inspiration: Event discovery, visual progress bars, simple sign-up flow - Applied: Opportunity cards with volunteer fill rates, <4 tap sign-up

Apple Health Accessibility - Inspiration: Large text modes, simplified interfaces for accessibility - Applied: Accessibility mode with 250% font scaling, Basic Mode interface

PACT Framework Analysis

People - Age Range: 18-68 years (survey data: 16.7% ages 18-25, 61.1% ages 36-50, 5.6% 65+) - **Roles:** Church leaders (11.1%), administrators (5.6%), team leaders (11.1%), active volunteers (27.8%), youth/young adults (22.2%), general members - **Tech Proficiency:** Average 4.06/5.0, range 3-5 (11.1% at lower end requiring accessibility support) - **Device**

Preference: iOS dominant (77.8%), Android (22.2%) - **Social Media Usage:** 94.4% active, indicating digital communication comfort - **Key Insight:** Wide diversity requires progressive disclosure design—simple for Dorothy (68), powerful for Margaret (administrator)

Activities - Primary: Volunteer scheduling and confirmation (100% of coordinators) - **Secondary:** Team communication (77.8% use email, 55.6% use WhatsApp currently) - **Spiritual:** Bible study (83.3% participate weekly), prayer sharing - **Administrative:** Generating reports, tracking participation, managing rosters - **Frequency:** Weekly scheduling, daily communication, monthly reporting - **Pain Points:** 2-4 hours weekly coordination time, last-minute cancellations, fragmented tools

Contexts - Physical: Church offices, home environments, mobile (on-the-go) - **Social:** Individual use and collaborative team coordination - **Temporal:** Peak activity Sunday mornings, mid-week planning (Wednesday-Thursday) - **Technical:** Primarily mobile access (smartphones), occasional tablet/desktop for admin - **Environmental Factors:** Sunday mornings = time-critical, need for quick actions

Technologies - Current Stack: - Email (77.8%) - WhatsApp/SMS (55.6%) - Google Sheets (38.9%) - Planning Center (44.4%) - Phone calls (27.8%) - Paper sign-ups (11.1%) - **Desired:** Unified mobile app replacing fragmented tools - **Constraints:** Must work alongside existing systems initially (migration path) - **Platform Requirements:** iOS-first (77.8%), responsive web for desktop admin

Value Proposition

For Volunteer Coordinators (Margaret, David) “HolyWork reduces your weekly coordination time by 70-90% through automated scheduling, smart reminders, and a cross-church volunteer network—turning 3-4 hours of email chaos into 45 minutes of organized management.”

For Team Leaders (James) “HolyWork connects you with qualified volunteers from partner churches when your team has gaps, complete with skill profiles, ratings, and built-in team communication—so Sunday morning crises become solvable in minutes.”

For Active Volunteers (Robert, Emily) “HolyWork keeps your commitments organized, synced with your calendar, and lets you serve beyond your home church—while staying connected through prayer and Bible study features that make serving meaningful.”

For Elder Members (Dorothy) “HolyWork’s accessibility mode with large fonts, simplified interface, and one-tap phone calling ensures you stay connected to your church community without technology stress.”

Core Value Statement HolyWork transforms fragmented church volunteer coordination into a unified, privacy-controlled, spiritually-integrated mobile experience that saves coordinators 70-90% of their time while enabling cross-church collaboration for the 66.7% of volunteers who want to serve beyond their home congregation.

Requirements Gathering

Purpose of conducting user study

The requirements gathering phase aimed to:

1. **Validate Assumptions:** Confirm that volunteer coordination is a significant pain point worth solving, and quantify the time burden on coordinators
2. **Understand Current Practices:** Identify what tools churches currently use and why, to design effective migration and integration paths
3. **Assess Technology Readiness:** Evaluate user technology comfort levels across age groups to inform accessibility requirements
4. **Prioritize Features:** Gather user ratings on proposed features to ensure MVP development focuses on highest-value capabilities
5. **Discover Unmet Needs:** Uncover requirements not initially considered through open-ended responses and interviews
6. **Generate Personas:** Collect sufficient demographic and behavioral data to create representative user personas

Choice of type of user study (and rationale)

Mixed-Methods Approach: Online Survey + Semi-Structured Interviews

Online Survey (Quantitative + Qualitative) - Rationale: Reaches diverse church community members efficiently, captures measurable preferences (1-5 ratings), and enables statistical analysis of feature priorities - **Format:** 6-step progressive disclosure design reducing abandonment - **Sample:** n=18 respondents (sufficient for identifying patterns in focused user group)

Semi-Structured Interviews (Qualitative) - Rationale: Provides depth of understanding for privacy concerns, spiritual needs, and edge cases that surveys cannot capture - **Key Interview:** Alice Chen (age 65, 40+ years Christian experience) - **Focus:** Deep exploration of prayer privacy concerns, elder accessibility needs, and cross-generational communication preferences

Why Not Other Methods: - Focus groups: Difficult to coordinate church members across multiple congregations - Contextual inquiry: Intrusive during worship services - Card sorting: More appropriate for later information architecture refinement - A/B testing: Requires existing prototype

Draft of user study (include survey questions, interview questions, etc.)

Survey Structure (6 Steps)

Step 1: Demographics - Name (text) - Age range (18-25, 26-35, 36-50, 51-64, 65+) - Role at church (Leader, Administrator, Team Leader, Active Volunteer, Youth/Young Adult, General Member) - Email (optional, for follow-up)

Step 2: Church Information - Church size (<50, 50-200, 200-500, 500+) - Denomination/type - Location (urban, suburban, rural)

Step 3: Current Practices - How does your church currently coordinate volunteers? (multi-select: Email, WhatsApp/SMS, Google Sheets, Planning Center, Phone calls, Paper sign-ups, Other) - How many hours per week do you/coordinators spend on volunteer management? (open-ended) - What are the biggest challenges with current volunteer coordination? (open-ended)

Step 4: Technology Usage - Primary device (iPhone, Android, Tablet, Computer) - App comfort level (1-5 scale) - Social media usage (Yes/No) - Current church apps used (multi-select)

Step 5: Feature Ratings (1-5 scale: Not Important to Very Important) 1. Automated volunteer scheduling 2. Push notifications and reminders 3. Community prayer wall 4. Bible study tools 5. Cross-church volunteer calendar 6. Social sharing features 7. Gamification (points, badges) 8. Digital service book/hymnals 9. Service agenda builder

Step 6: Open-Ended Responses - What features would make you more likely to use a church volunteer app? - Any concerns about a church volunteer app? (privacy, etc.) - Would you be interested in volunteering at other churches? If yes, how far would you travel? - Additional comments or suggestions?

Interview Guide (Semi-Structured)

Opening - Tell me about your involvement at church - How long have you been part of the community?

Current Experience - Walk me through how you currently find out about volunteer needs - What works well? What frustrations do you experience?

Privacy & Prayer - How comfortable are you sharing prayer requests digitally? - What privacy controls would make you feel safe?

Cross-Church - Have you ever served at a church other than your home church? - What would make you consider it?

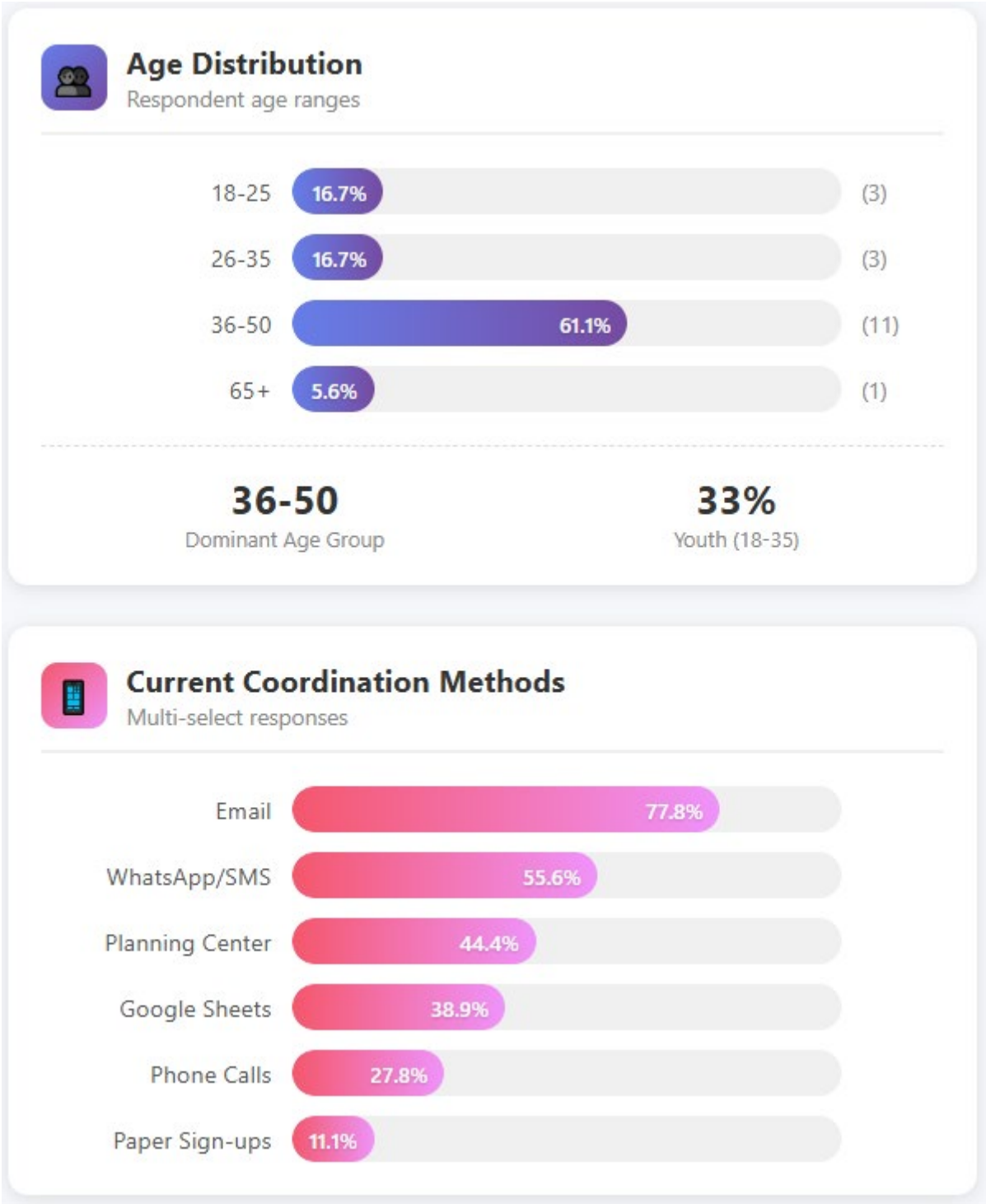
Technology - What apps do you currently use regularly? - What makes an app easy or difficult for you to use?

Closing - If you could wave a magic wand and fix one thing about church volunteer coordination, what would it be?

Data collection and visualization

Survey Distribution - Platform: Custom React-based survey application - Duration: October 8-10, 2025 - Response Rate: n=18 complete responses

Demographic Data Visualization





Current Coordination Methods

Multi-select responses

Email

77.8%

WhatsApp/SMS

55.6%

Planning Center

44.4%

Google Sheets

38.9%

Phone Calls

27.8%

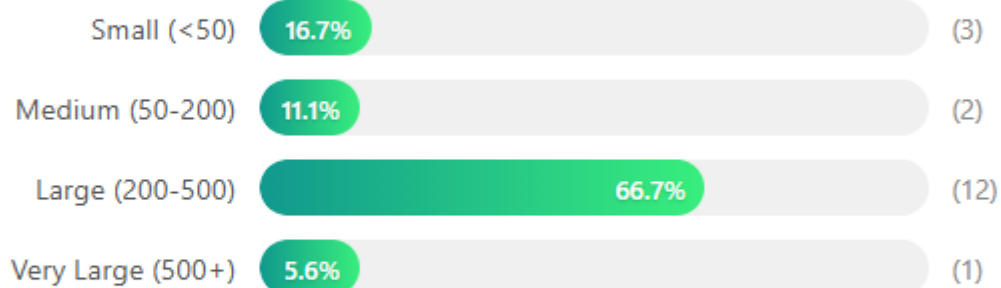
Paper Sign-ups

11.1%



Church Size Distribution

Congregation sizes represented



188

Avg. Worshipers

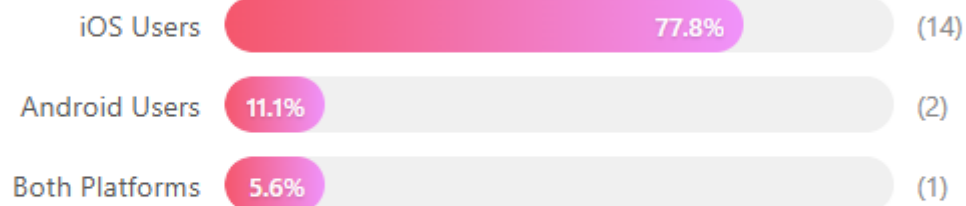
72%

Large+ Churches



Technology & Platform Usage

Device preferences & comfort level



4.06/5

App Comfort Level

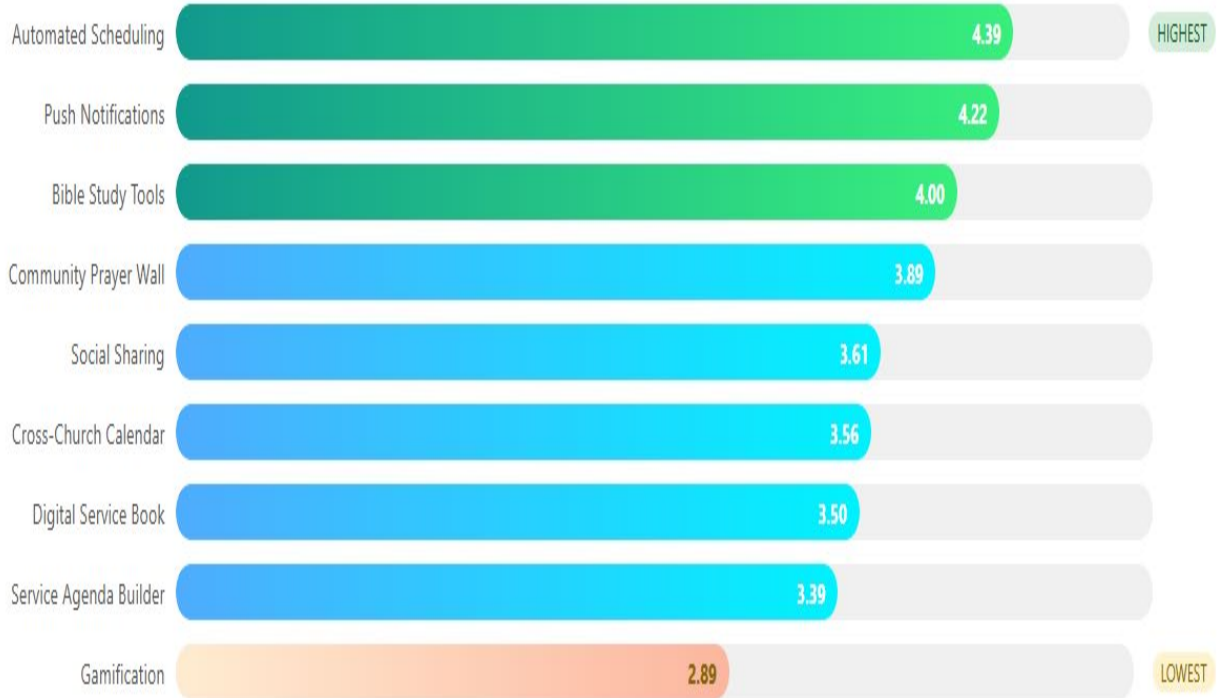
78%

iOS Priority



Feature Ratings

Mean scores on 1-5 scale



4.39

Top: Scheduling

3.61

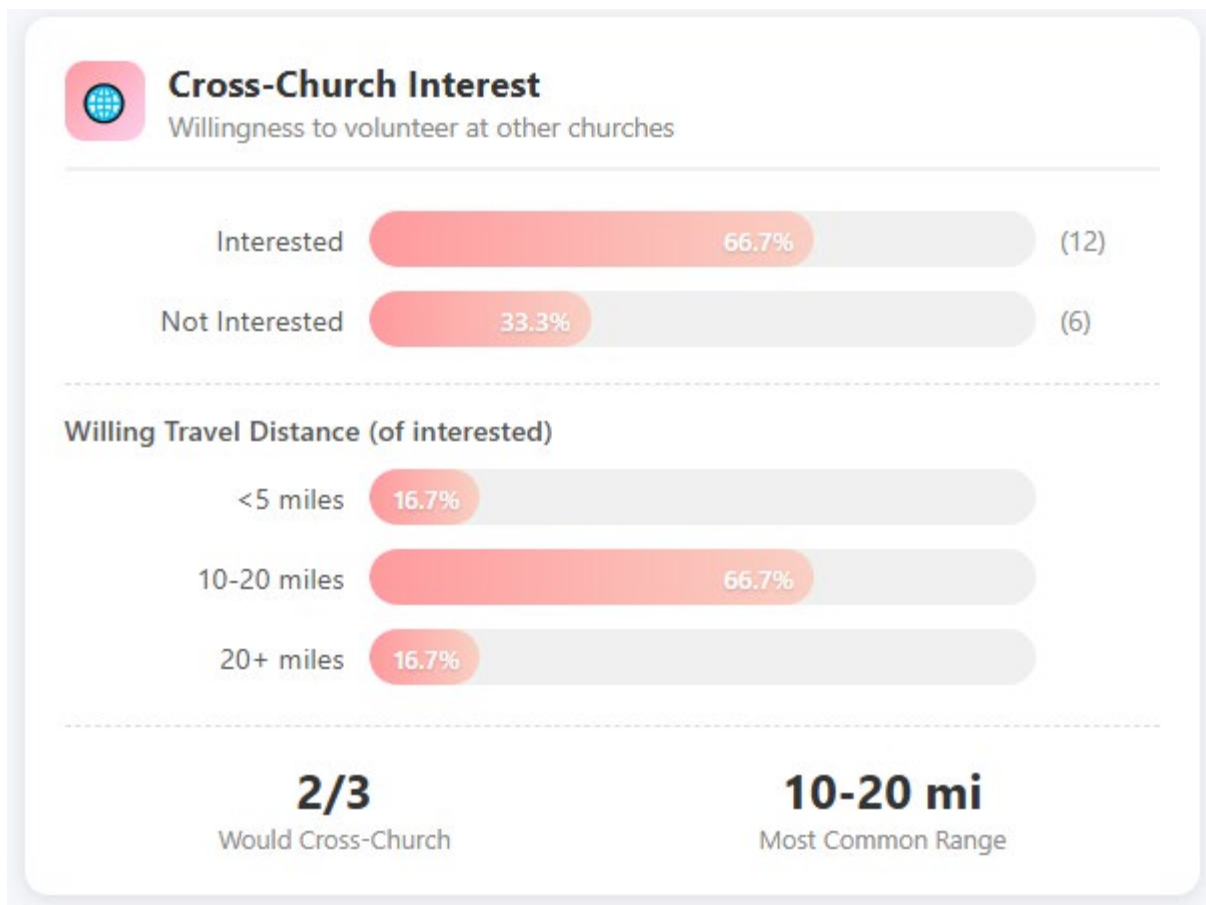
Average Rating

66.7%

Cross-Church Interest

83.3%

Bible Study Interest



Insights from user study (summarize at least 10 key insights)

INSIGHT 1: Automation is the Top Priority - Automated scheduling rated 4.39/5.0 (highest of all features) - Push notifications rated 4.22/5.0 (second highest) - Coordinators spend 2-4 hours weekly on manual tasks - **Design Implication:** Smart reminders (72hr, 24hr, morning-of) must be core MVP feature

INSIGHT 2: Cross-Church Collaboration Has Strong Demand - 66.7% interested in volunteering at other churches - Most willing to travel 10-20 miles - Churches face critical shortages for specialized roles (musicians, tech) - **Design Implication:** Cross-church volunteer network is key differentiator, not nice-to-have

INSIGHT 3: Spiritual Features Are Highly Valued - Bible Study Tools rated 4.00/5.0 (3rd highest) - 83.3% participate in Bible study weekly - 83.3% interested in digital Bible tools - Alice Chen emphasized early-week passage access for preparation - **Design Implication:** Integrate comprehensive Bible study, not just volunteer coordination

INSIGHT 4: Privacy Concerns Are Non-Negotiable - 11.1% explicitly cited privacy/security concerns - Alice Chen interview: Strong emphasis on prayer request

authorization - Sensitive personal information commonly shared in prayers - **Design Implication:** 4-level privacy system required from day one, not retrofitted

INSIGHT 5: Wide Age Range Requires Accessibility Design - Users span 18-68 years (50-year range) - Tech comfort varies 3-5/5.0 (11.1% at lower end) - 11.1% concerned about elder accessibility - **Design Implication:** Accessibility mode with large fonts, simplified interface essential

INSIGHT 6: Gamification Has Limited Appeal - Overall rating: 2.89/5.0 (lowest of all features) - Youth show moderate interest: 3.33/5.0 - Only 16.7% explicitly want badges/points - **Design Implication:** Make gamification optional and unobtrusive, not core experience

INSIGHT 7: Tool Fragmentation Creates Pain - Average church uses 2-3 different coordination tools - Email (77.8%), WhatsApp (55.6%), Google Sheets (38.9%) create fragmented workflows - Information gets lost between systems - **Design Implication:** Position as unified hub, enable gradual migration from existing tools

INSIGHT 8: Time Savings Must Be Dramatic - Pastor David scenario: 2+ hours → 20 minutes (90% reduction) - Margaret scenario: 3-4 hours → 45 minutes (75% reduction) - Churches won't adopt for marginal improvement - **Design Implication:** Design workflows that demonstrably cut time, measure and communicate ROI

INSIGHT 9: iOS Dominates Platform Preferences - 77.8% use iOS devices - Android users still significant (22.2%) - Social media usage high (94.4%) indicating digital comfort - **Design Implication:** iOS-first development, but responsive web ensures Android support

INSIGHT 10: Communication Consolidation is Critical - Current: Email for formal, WhatsApp for quick, phone for urgent - Each requires separate context-switching - File attachments scattered across platforms - **Design Implication:** Unified team chat with file sharing, preserving different communication styles

INSIGHT 11: Calendar Integration is Expected - Robert scenario: Need family calendar sync to prevent conflicts - External calendar integration (Google, Apple, Outlook) assumed - Last-minute conflicts harm family relationships - **Design Implication:** Two-way calendar sync is high-priority feature

INSIGHT 12: Last-Minute Cancellations Cause Crisis - Identified as top pain point across multiple respondents - Causes service disruptions and coordinator stress - Current systems lack rapid substitute-finding - **Design Implication:** Urgent need badge, quick cross-church search, substitute suggestions

Requirements Generation

Personas and Scenarios

Based on survey data and interview insights, we developed 6 diverse personas representing the full spectrum of HolyWork users.

PERSONA 1: Pastor David Chen (Church Leadership)

| Attribute | Details |
|------------------|--|
| Age | 42 |
| Role | Lead Pastor, Christine Church |
| Congregation | 250+ members |
| Family | Married, 2 children |
| Tech Proficiency | Comfortable (4/5) but time-constrained |

Background: David has led Christine Church for 8 years. He values technology that saves time but has been burned by complex systems that require too much maintenance. He coordinates across 6 ministry teams and struggles with visibility into volunteer availability.

Goals: - Reduce administrative burden to focus on pastoral care - Enable emergency volunteer coverage without panic - Strengthen connections with partner churches - Support volunteers with spiritual growth tools

Pain Points: - Spends 2+ hours weekly on volunteer coordination - Last-minute cancellations disrupt services - Limited visibility into volunteer availability - Difficult to find emergency fill-ins for specialized roles

Technology Usage: iPhone, Planning Center, Gmail, occasional Zoom. Prefers simple, reliable tools.

Scenario: Emergency Volunteer Coordination *Context:* Monday morning, David learns his music team leader must cancel for Sunday’s service.

User Flow: 1. Opens HolyWork, sees dashboard with upcoming service status 2. Creates service agenda using drag-and-drop builder 3. Discovers gap in music team (marked red) 4. Searches cross-church volunteers (guitarist, 5-mile radius, available Sunday) 5. Reviews 3 qualified profiles with ratings and past feedback 6. Sends request through app with service details and chord charts 7. Receives confirmation from Marcus (Grace Community) within 30 minutes 8. Posts prayer request for service preparation (church-wide visibility) 9. On Sunday, Marcus checks in via app, follows visual guide

Outcome: Crisis resolved in 20 minutes vs. 2+ hours of phone calls previously.

Features Used: Service agenda builder, cross-church search, volunteer profiles, automated notifications, prayer wall

PERSONA 2: Margaret Wong (Administrator)

| Attribute | Details |
|------------------|--|
| Age | 38 |
| Role | Church Administrator & Volunteer Coordinator |
| Family | Single mom, two kids (ages 8, 11) |
| Professional | Former event planner, part-time church staff |
| Tech Proficiency | High (5/5), efficiency-focused |

Background: Margaret juggles church administration with parenting. She has a 2-hour window between church work and school pickup. Her event planning background makes her skilled at coordination but frustrated by inefficient tools.

Goals: - Complete coordination tasks within her limited time windows - Reduce time spent on confirmation follow-ups - Access qualified volunteers for hard-to-fill roles - Generate reports without manual data entry

Pain Points: - Spends 3-4 hours weekly on volunteer confirmations - Uses 5+ different tools creating fragmented workflow - Limited volunteer pool for specialized roles (musicians, AV) - Needs work-life balance with parenting responsibilities

Technology Usage: iPhone, MacBook, Google Workspace, Slack at previous job. Power user who maximizes shortcuts.

Scenario: Weekly Volunteer Management *Context:* Wednesday afternoon, Margaret has 2 hours before kids' pickup.

User Flow: 1. Opens HolyWork, views dashboard showing Sunday's schedule status 2. Identifies 2 gaps (hospitality: 2/5 filled, kids church: 1/4 filled) 3. Sends one-tap bulk reminders to unconfirmed volunteers 4. Uses cross-church search with filters (Sunday AM, 10-mile radius, kids ministry experience) 5. Finds 3 qualified volunteers from partner churches, sends requests 6. Creates special event (November baptism) with automated checklist template 7. Generates monthly participation report (PDF) for board meeting 8. Checks notification: 2 volunteers confirmed while she worked

Outcome: 45 minutes vs. 3-4 hours previously (75% time savings).

Features Used: Bulk reminders, cross-church search, special events, analytics, unified messaging

PERSONA 3: James Rodriguez (Team Leader)

| Attribute | Details |
|------------------|--|
| Age | 35 |
| Role | Music Team Leader (6 years) |
| Profession | High school band director |
| Team Size | 8-12 musicians rotating |
| Tech Proficiency | Comfortable (4/5), uses music apps daily |

Background: James leads worship music across two Sunday services. His professional music background means high standards, but he struggles with limited skilled musician pool at his church.

Goals: - Ensure full team coverage for quality worship - Share rehearsal materials efficiently - Build network of skilled musicians across churches - Reduce last-minute scrambling

Pain Points: - Weekly scramble for musicians across multiple services - Limited skilled musician pool at home church - Difficult to share chord charts, recordings, rehearsal videos - Last-minute cancellations affect worship quality

Technology Usage: iPhone, Spotify, YouTube, Ultimate Guitar, Planning Center. Comfortable with creative/music apps.

Scenario: Cross-Church Worship Team Coordination *Context:* Thursday evening, James learns drummer and vocalist cancel for Sunday's wedding service.

User Flow: 1. Opens HolyWork, checks team availability dashboard 2. Identifies gaps: drummer and vocalist for 9:30 AM service 3. Opens cross-church musician search (15-mile radius, drums/vocals, Sunday AM available) 4. Reviews profiles with ratings: Marcus (drums, 4.9★, Grace Community), Sarah (vocals, 5.0★, First Baptist) 5. Views their experience, past feedback, and availability 6. Sends requests with message and attached chord charts (PDF) 7. Both accept within 1 hour 8. App auto-creates group chat for wedding music team 9. James posts video rehearsal guide to group 10. Saturday: Brief virtual sound check via video link 11. Sunday: Seamless service, congregation doesn't notice substitutes

Outcome: Crisis → seamless collaboration in 90 minutes.

Features Used: Availability dashboard, cross-church search, profiles/ratings, file sharing, group chat, video integration

PERSONA 4: Emily Tran (Young Adult Volunteer)

| Attribute | Details |
|------------------|---|
| Age | 21 |
| Role | Kids Church volunteer (bi-weekly) |
| Occupation | College student, Social Work major |
| Living | Campus housing, weekend church attendance |
| Tech Proficiency | Very high (5/5), digital native |

Background: Emily grew up at Christine Church and wants to stay connected during college. Her schedule is unpredictable with exams and social activities, but serving in kids church grounds her spiritually.

Goals: - Stay connected to church during busy college life - Flexible volunteering that accommodates unpredictable schedule - Share faith journey with friends - Grow spiritually through community and Bible study

Pain Points: - Unpredictable college schedule makes commitments difficult - Feels disconnected during busy weeks - Misses announcements via email (doesn't check regularly) - Traditional communication methods don't resonate

Technology Usage: iPhone, Instagram, TikTok, Snapchat, group texts. Expects instant, visual, social experiences.

Scenario: College Student Balancing Faith and Studies *Context:* Tuesday afternoon, Emily is in library studying for midterms.

User Flow: 1. Receives push notification: "Kids Church needs volunteers this Sunday! 🙏" 2. Opens HolyWork, sees opportunity with "🔥 Urgent" badge 3. Checks calendar—midterms this week, but next Sunday is free 4. Taps "Not This Week, but Next Week" to confirm for Nov 10 5. Reviews curriculum preview: "Stories of Courage" lesson 6. Opens Prayer Wall, posts: "Pray for courage for my social work interviews next week! 😊 🙏" 7. Sets visibility to "Church-wide" 8. Within 8 minutes: 12 "🙏 Praying" reactions and 5 encouraging comments 9. Shares her volunteer commitment to Instagram story (optional social share) 10. Opens Achievements, sees she's #3 on Young Adults leaderboard 11. Sets daily 9 PM prayer reminder using app feature

Outcome: Stays engaged despite busy schedule, inspires 2 college friends to volunteer.

Features Used: Push notifications, flexible scheduling, prayer wall, social sharing, leaderboards, daily reminders

PERSONA 5: Robert Mitchell (Regular Volunteer)

| Attribute | Details |
|-----------|---------|
|-----------|---------|

| Attribute | Details |
|------------------|--|
| Age | 48 |
| Role | Set-up & Hospitality Teams (rotating) |
| Profession | Accountant |
| Family | Married, 3 teenagers (ages 14, 16, 18) |
| Church History | 12 years at Christine Church |
| Tech Proficiency | Moderate (4/5), prefers straightforward apps |

Background: Robert serves faithfully but needs clear structure. With three teenagers and a demanding job, he needs volunteering to fit family life, not complicate it.

Goals: - Clear, organized schedule that doesn't conflict with family - Know exactly what tasks he's responsible for - Easy way to swap commitments when conflicts arise - Feel appreciated for consistent service

Pain Points: - Too many group texts and emails across different teams - Difficult to track which Sundays he's scheduled - Last-minute changes conflict with family activities - Unclear what specific tasks he's expected to perform

Technology Usage: iPhone, Outlook for work, family Google Calendar, basic app user.

Scenario: Structured Volunteering Respecting Family Time *Context:* Sunday evening, Robert receives email about November schedule.

User Flow: 1. Opens HolyWork, views My Schedule showing: Nov 3, 10, 17, 24 commitments 2. Identifies conflict: Nov 17—daughter's college campus tour (important!) 3. Taps Nov 17 commitment, selects "I Can't Make It" 4. Adds note: "Family commitment - college tour with daughter" 5. App shows alternative suggestions: "Nov 24 (swap with John) or Dec 1 (open slot)" 6. Selects Dec 1, confirms swap 7. Taps "Sync to Calendar" → schedule appears in family Google Calendar 8. Reviews Nov 3 task checklist: communion setup (visual guide with photos) 9. Sunday Nov 3: Arrives at 8:15 AM, taps "Check In" 10. Follows visual checklist, checks off each task as completed 11. Posts completion photo to team chat: "Setup complete! 🙌" 12. Receives thank-you message from Margaret with appreciation

Outcome: Clear expectations, family-friendly flexibility, contributions tracked and valued.

Features Used: Multi-month scheduling, conflict management, calendar sync, task checklists, check-in/out, team appreciation

PERSONA 6: Dorothy Kim (Elder Volunteer)

| Attribute | Details |
|-----------|---------|
| Age | 68 |

| Attribute | Details |
|------------------|--|
| Role | Sanctuary Guild (altar, linens, flowers) |
| Background | Retired elementary teacher, widow |
| Church History | 35+ years member |
| Tech Proficiency | Low (3/5), cautious with new technology |

Background: Dorothy has decorated the sanctuary for decades. She loves serving but feels left behind as church communication goes digital. Her arthritis makes small buttons and text difficult.

Goals: - Stay connected to church community and meaningful service - Remember commitments without complex systems - Be able to call someone when confused - Continue contributing despite physical limitations

Pain Points: - Limited tech experience, easily overwhelmed - Forgets commitments without paper calendar backup - Difficult to read small print on phone - Intimidated by new technology, fears making mistakes - Arthritis requires flexibility in serving

Technology Usage: iPhone (mostly calls and texts), rarely uses apps, keeps paper calendar.

Scenario: Accessible Technology for Elder Members *Context:* Tuesday morning coffee with friend Helen (who helps with tech).

User Flow: 1. Helen helps Dorothy download HolyWork 2. First launch: App offers “Accessibility Mode”—Dorothy taps “Yes” 3. Interface transforms: Large fonts, high contrast, 4 big buttons 4. Helen shows simplified home: “My Schedule” | “Prayer” | “Serve” | “Call Margaret” 5. Dorothy views next assignment: Nov 3, Sanctuary Guild, Advent flowers arrangement 6. Practices tapping “I Can Serve” confirmation button 7. Watches 2-minute tutorial video: “How to view your schedule” 8. Thursday: Phone notification reminds her of Sunday commitment 9. Confused about flower budget—taps “Call Margaret” and phones directly 10. Margaret sends text with photo reference of preferred flowers 11. Sunday: Helen helps Dorothy check in via app 12. Follows large-font task checklist with photo guides 13. After service, receives photo message from Pastor David: “Thank you Dorothy! Sanctuary was beautiful 🌸” 14. Shows Mrs. Patterson how to download the app—pays it forward

Outcome: Gains confidence with technology, stays connected even when arthritis keeps her home some weeks.

Features Used: Accessibility mode, simplified interface, video tutorials, hybrid communication (phone numbers visible), large fonts, helper support, appreciation messages

Requirements from designers

From persona scenarios and user research insights, we generated 37 prioritized requirements using **MoSCoW methodology**.

MUST-HAVE Requirements (MVP - 12 Requirements)

| ID | Requirement | Source Personas | Rationale |
|--------|---|----------------------------------|---|
| REQ-01 | Automated Volunteer Scheduling with Smart Reminders | David, Margaret, Robert, Dorothy | Highest-rated feature (4.39/5.0), addresses forgetting and admin burden |
| REQ-02 | Volunteer Availability Dashboard | David, Margaret, James | Real-time visibility essential for coordination |
| REQ-03 | Cross-Church Volunteer Network & Search | David, Margaret, James, Emily | 66.7% interested, core differentiator |
| REQ-04 | Push Notification System | All personas | 2nd highest-rated (4.22/5.0) |
| REQ-05 | Unified Team Communication Channels | Margaret, James, Robert, Emily | Consolidates 5+ fragmented tools |
| REQ-06 | Hybrid Communication Options | Dorothy, Robert | Essential for elder adoption |
| REQ-07 | Privacy-Controlled Community Prayer Wall | All personas | Non-negotiable privacy concerns |
| REQ-08 | Bible Study Tools Integration | Emily, Robert, Alice Chen | 83.3% weekly Bible study, 4.00/5.0 rating |
| REQ-09 | Cross-Platform Access (Mobile + Web) | Margaret, Robert | 77.8% iOS, need flexibility |
| REQ-10 | Role-Based Permissions | All personas | Security and appropriate access |
| REQ-11 | Accessibility Mode | Dorothy | 11.1% need extra support |
| REQ-12 | External Calendar Integration | Robert, Margaret | Prevents family conflicts |

SHOULD-HAVE Requirements (Phase 2 - 20 Requirements)

| ID | Requirement | Category |
|--------|--|----------------------|
| REQ-13 | Service Agenda Builder (drag-and-drop) | Service Planning |
| REQ-14 | Special Event Scheduling Templates | Service Planning |
| REQ-15 | Volunteer Participation Analytics | Analytics |
| REQ-16 | Automated Schedule Change Management | Volunteer Management |
| REQ-17 | Volunteer Profile & Rating System | Volunteer Management |
| REQ-18 | Multi-Month Scheduling View | Volunteer Management |
| REQ-19 | Task Checklists with Visual Guides | Volunteer Management |
| REQ-20 | Check-In/Check-Out Functionality | Volunteer Management |
| REQ-21 | Volunteer Statistics Dashboard | Analytics |
| REQ-22 | Team Resource Library (file sharing) | Communication |
| REQ-23 | Video Tutorial Library | Accessibility |
| REQ-24 | Onboarding & Interactive Walkthrough | Accessibility |
| REQ-25 | Community Photo Feed | Engagement |
| REQ-26 | Social Media Integration | Engagement |
| REQ-27 | Flexible Last-Minute Scheduling | Volunteer Management |
| REQ-28 | Helper/Buddy System Support | Accessibility |
| REQ-29 | Health-Based Cancellation Flexibility | Accessibility |
| REQ-30 | Non-Intrusive Engagement Options | Engagement |
| REQ-31 | Offline Mode with Sync | Technical |
| REQ-32 | Multi-Church Management | Technical |

COULD-HAVE Requirements (Phase 3 - 5 Requirements)

| ID | Requirement | Category |
|--------|---|--------------|
| REQ-33 | Achievement & Badge System | Gamification |
| REQ-34 | Volunteer Points & Leaderboards | Gamification |
| REQ-35 | Daily Engagement Challenges | Gamification |
| REQ-36 | Video Integration for Remote Coordination | Advanced |
| REQ-37 | AI-Powered Volunteer Suggestions | Advanced |

WON'T-HAVE (Explicitly Out of Scope) - Financial/donation management - Full church website builder - Live-streaming worship services - Comprehensive church membership database - Complex multi-site architecture - In-app giving/payments

Synthesis of Requirements

Requirements Prioritization Summary

Priority Distribution: - MUST-HAVE (MVP): 12 requirements (32%) - SHOULD-HAVE (Phase 2): 20 requirements (54%) - COULD-HAVE (Phase 3): 5 requirements (14%)

Category Analysis:

| Category | Must | Should | Could | Total |
|--------------------------|------|--------|-------|-------|
| Volunteer Coordination | 4 | 6 | 0 | 10 |
| Communication | 2 | 3 | 1 | 6 |
| Spiritual Engagement | 2 | 2 | 1 | 5 |
| Service Planning | 0 | 2 | 0 | 2 |
| Technical Infrastructure | 2 | 2 | 1 | 5 |
| Accessibility | 1 | 4 | 0 | 5 |
| Analytics | 0 | 2 | 0 | 2 |
| Gamification | 0 | 0 | 3 | 3 |

Key Synthesis Decisions:

1. **Automated Scheduling + Cross-Church = Core Value:** These two features together deliver the 70-90% time savings that justify adoption.
2. **Privacy is Foundational:** The 4-level prayer privacy system cannot be added later—architecture must support it from the beginning.
3. **Accessibility Mode is MVP:** Including Dorothy’s persona revealed that 11.1% of users need extra support. This isn’t optional.
4. **Gamification is Optional:** With 2.89/5.0 rating (lowest), gamification is clearly “could-have” and must be unobtrusive.
5. **Hybrid Communication Bridges Adoption:** Phone numbers must always be accessible to enable gradual digital adoption for elder members.

Design

Design patterns adopted

1. **Mobile-First Responsive Design** - Base width: 390px (iPhone 14 Pro standard) - Breakpoints: 768px (tablet), 1024px (desktop) - Touch-friendly: 48px minimum button sizes - Rationale: 77.8% iOS users, primarily mobile access

2. Bottom Tab Navigation - 5 primary destinations: Home, Schedule, Opportunities, Prayer, More - Thumb-zone optimization for one-handed use - Active state highlighting - Rationale: iOS/Android standard pattern, familiar to all users

3. Card-Based Content Display - Opportunity cards with visual progress bars - Prayer cards with privacy badges - Schedule cards with status indicators - Rationale: Scannable, touch-friendly, progressive disclosure

4. Modal Slide-Up Dialogs - Sign-up confirmation flows - Detail views without full navigation - Swipe-down dismissal - Rationale: Native mobile feel, maintains context

5. Progressive Disclosure - Dashboard shows preview, detail on tap - Advanced options hidden until needed - Accessibility mode simplifies to essentials - Rationale: Serves Dorothy (simplicity) and Margaret (power features)

6. Visual Status Indicators - Color-coded badges: Confirmed (green), Reminder (amber), Urgent (red) - Progress bars showing volunteer fill rates - Privacy icons on prayer requests - Rationale: Quick scanning without reading


Design rationale and alternatives considered

Navigation Decision: Bottom Tabs vs. Hamburger Menu

Chosen: Bottom Tab Bar (5 items) *Alternative:* Hamburger menu with slide-out drawer

Rationale: - Research shows hamburger menus reduce feature discovery by 20% - Dorothy needs visible navigation, not hidden menus - iOS/Android conventions favor bottom tabs for primary navigation - 5 items fit comfortably without crowding

Prayer Privacy UI: Dropdown vs. Dedicated Screen

Chosen: Prominent dropdown with  warning icon *Alternative:* Separate screen for privacy selection

Rationale: - Alice Chen interview emphasized privacy must be obvious, not buried - Warning icon draws attention to the critical choice - Single-screen keeps flow under 5 taps - Preview text shows who will see the request

Cross-Church Badge Design: Text vs. Icon

Chosen: Blue badge with guitar emoji “ Cross-Church” *Alternative:* Text-only “Other Church” label

Rationale: - Visual distinction critical for quick scanning - Blue color (differentiated from home church) draws attention - Emoji adds personality appropriate for faith context - Distance shown in gray text ("5 miles") provides practical info

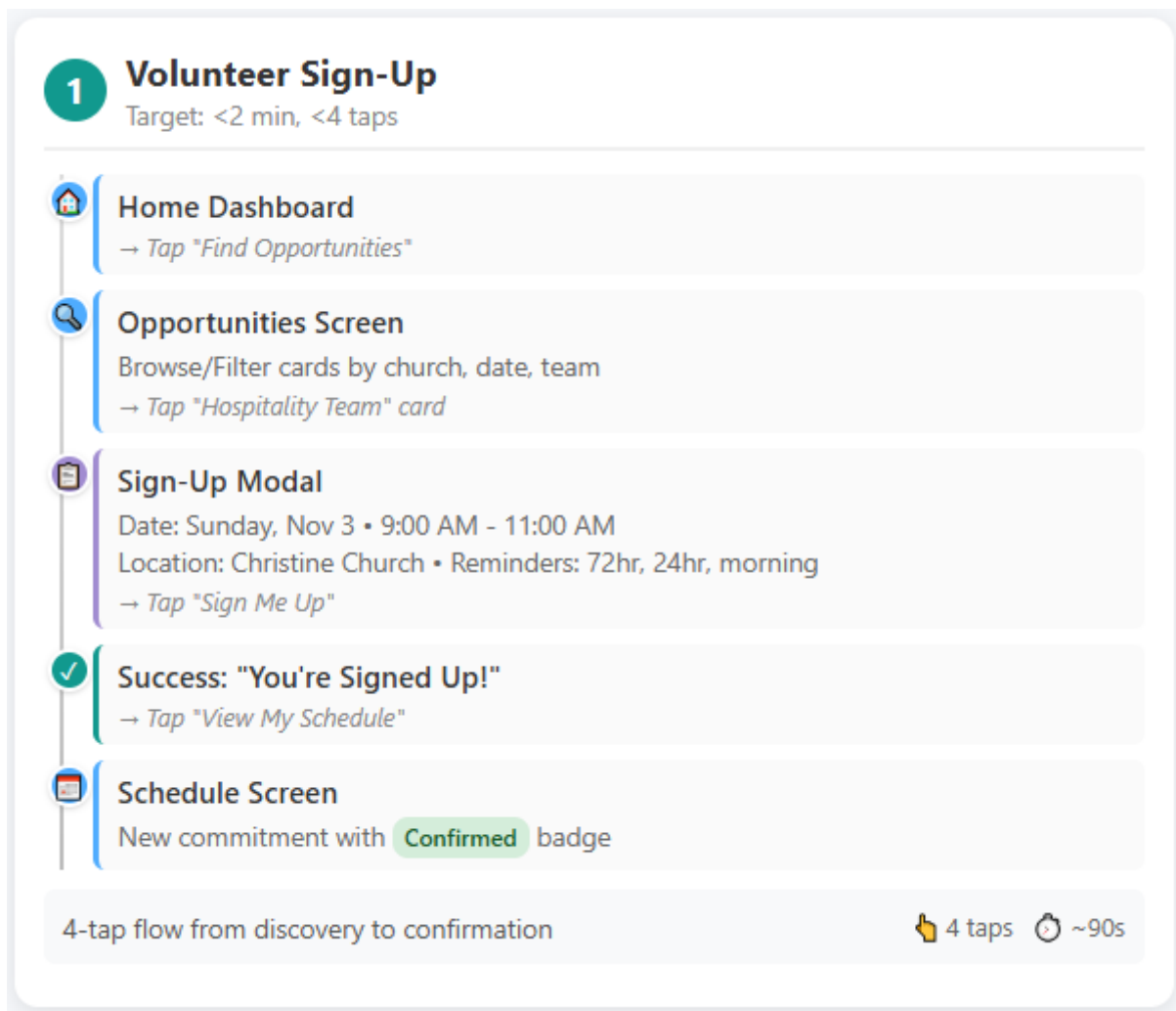
Accessibility Mode: Toggle vs. Auto-Detect

Chosen: First-launch prompt + settings toggle *Alternative:* Auto-detect based on system font size

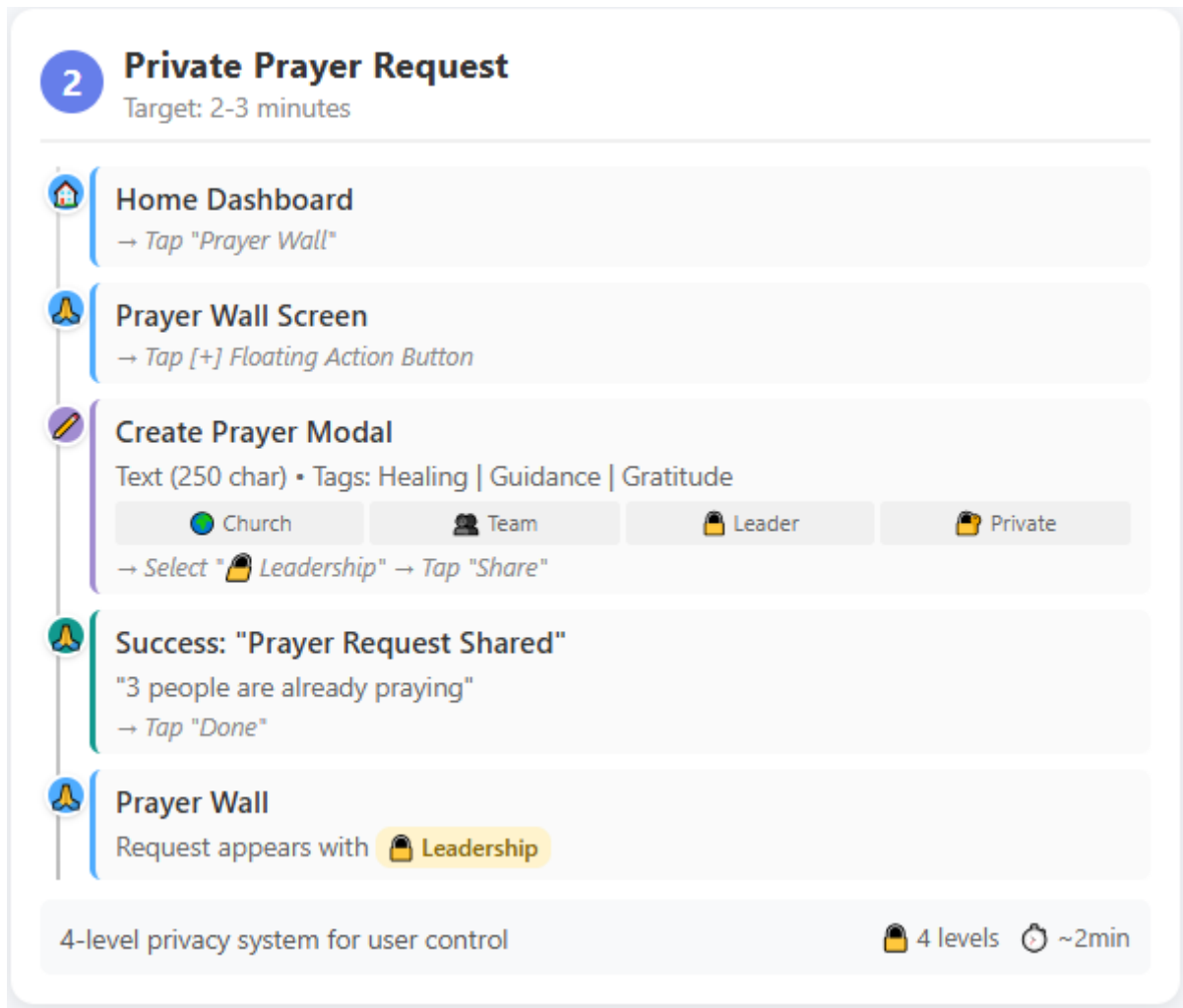
Rationale: - Respects user agency (not assumptions) - System settings don't capture specific needs - Allows users to try both modes - Helen can enable for Dorothy during setup

Workflow descriptions

Workflow 1: Volunteer Sign-Up (Target: <2 minutes, <4 taps)



Workflow 2: Private Prayer Request (Target: 2-3 minutes)



Workflow 3: Cross-Church Volunteer Discovery

3 Cross-Church Volunteer Discovery

Expand volunteer network



Opportunities Screen

→ Tap "Nearby Churches" filter



Filtered: Nearby Churches



Cross-Church Grace Community (5 mi)

→ Tap "Music Team - Guitarist"



Opportunity Detail

Fill-in guitarist • Sun Nov 3, 8:30 AM

Contemporary songs • Contact: James Rodriguez

→ Tap "Sign Me Up"



Success: "You're Signed Up!"

"James will send you chord charts"



Team Chat Auto-Created

"Nov 3 Worship Team (Grace)" • Members: James, Marcus, Sarah

66.7% interested in cross-church features

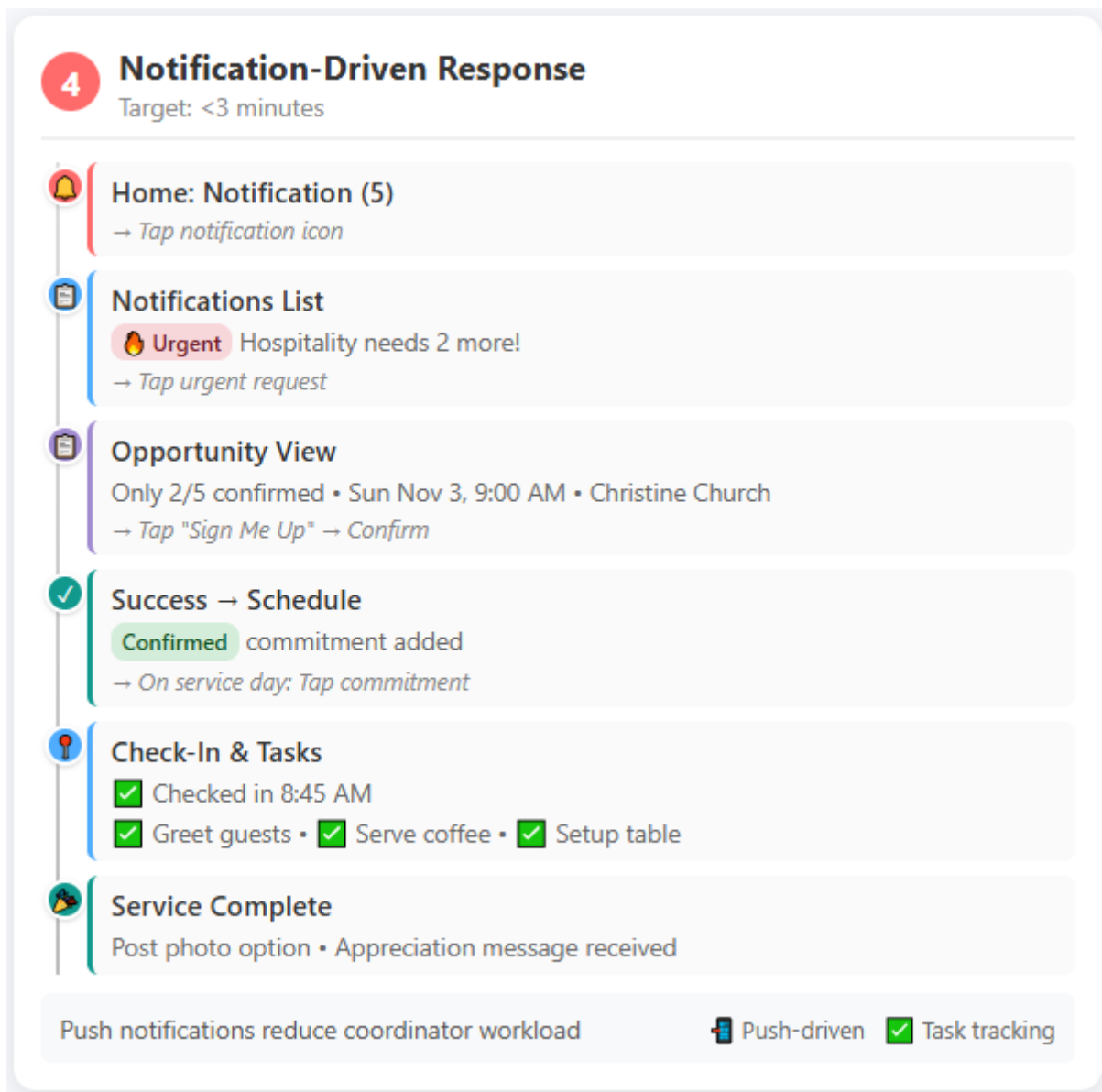


Multi-church



Auto-chat

Workflow 4: Passive Notification-Driven Volunteer Response (Target: <3 minutes)



This passive workflow demonstrates how push notifications proactively engage volunteers, reducing the need for coordinators to manually reach out. The entire flow from notification to check-in follows a seamless path.

Screenshots of implemented design

Screen 1: Home Dashboard - Header: "HolyWork" branding with notification (5) and message (3) badges - Welcome: "Welcome, Robert 🙌" with encouragement message - Stats: Upcoming Shifts (2), Hours Served (47) - Upcoming Commitments: Nov 3 Hospitality [Confirmed], Nov 10 Set-up [Reminder] - Prayer Preview: 2 recent requests with privacy badges - Quick Actions: 8 tiles (Bible, Events, Resources, Teams, Messages, Alerts, Give, Rewards) - Bottom Navigation: Home (active), Schedule, Opportunities, Prayer, More



Welcome, Robert 🙌

God is using you to make a difference!

Upcoming Shifts

2

Hours Served

47

Upcoming

[View all](#)

NOV

3

Hospitality Team

Confirmed

🕒 Sunday, 9:00 AM

📍 Christine Church

NOV

10

Set-up Team

Reminder

🕒 Sunday, 8:00 AM

📍 Christine Church

Prayer Wall

[View all](#)

SK

Sarah Kim

Public

2 hours ago

Pray for healing for my father who is recovering from surgery. Thank you! 🙏

🙏 47 Praying 💬 5 Comments

MJ

Michael Johnson

Team Only



Home



Schedule



Find



Prayer



More



Christine Church

NOV

10

Set-up Team

Reminder

Sunday, 8:00 AM

Christine Church

Prayer Wall

[View all](#)

SK

Sarah Kim

Public

2 hours ago

Pray for healing for my father who is recovering from surgery. Thank you! 🙏

47 Praying 5 Comments

MJ

Michael Johnson

Team Only

5 hours ago

Pray for wisdom as we plan the upcoming community outreach event.

12 Praying 3 Comments

More



Bible



Events



Resources



Teams



Messages



Alerts



Give



Rewards



Home



Schedule






Find



Prayer



More

Screen 2: Find Opportunities - Header: "Find Opportunities" - Filters: My Church (active), Nearby Churches, This Week, My Teams - Card 1: "Hospitality Team" [ Urgent] - Christine Church - Nov 3, 9:00 AM - 2/5 volunteers (40%) - Card 2: "Music Team - Guitarist" [ Cross-Church] - Grace Community (5 miles) - Nov 3, 8:30 AM - 4/5 volunteers (80%) - Card 3: "Kids Church Team" [ Available] - Christine Church - Nov 10, 9:00 AM - 2/4 volunteers (50%) - Each card: Description, progress bar, [Sign Up] button

Find Opportunities




My Church

Nearby Churches

This Week

My T

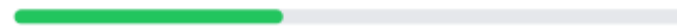
 Urgent

Hospitality Team


 Christine Church

 Sunday, Nov 3 • 9:00 AM - 11:00 AM

Greet guests, serve coffee, and create a welcoming atmosphere for our Sunday service.



2 of 5 volunteers signed up

 Cross-Church

Music Team - Guitarist


 Grace Community Church (5 miles)

 Sunday, Nov 3 • 8:30 AM - 11:00 AM

Fill in for worship service. Contemporary songs, chord charts provided.




4 of 5 volunteers signed up

 Available

Kids Church Team

 Christine Church

 Sunday, Nov 10 • 9:00 AM - 11:30 AM

Help teach Sunday school for ages 6-10. Lesson plan and materials provided.



2 of 4 volunteers signed up



Home



Schedule



Find



Prayer



More

Find Opportunities




My Church


Nearby Churches

This Week

My T

 Urgent

Hospitality Team

 Christine Church

Sign Up to Serve

Hospitality Team

Sunday Nov 3, 9:00 AM

 Christine Church



Reminders will be sent:


- 72 hours before
- 24 hours before
- On the day of service


By signing up, you'll receive reminders and can coordinate with your team through the app.

Cancel

✓ Sign Me Up

Kids Church Team

 Christine Church

 Sunday, Nov 10 • 9:00 AM - 11:30 AM

Help teach Sunday school for ages 6-10. Lesson plan and materials provided.

2 of 4 volunteers signed up



Home



Schedule



Find



Prayer



More

Screen 3: Prayer Wall - Header: "Prayer Wall" with [+] FAB - Filters: All (active), My Church, My Teams, Private - Request 1: Sarah Kim [🌍 Church-wide] - "Pray for healing for my father..." - 🙏 15 | 💬 8 - Request 2: James Rodriguez [👥 Music Team] - "Grateful for our amazing worship team!" - 🙏 12 | 💬 4 - Request 3: Emily Tran [🌍 Church-wide] - "Pray for courage for my interviews..." - 🙏 23 | 💬 12 - Request 4: Margaret Wong [🔒 Leadership] - "Pray for volunteer coordination efforts..." - 🙏 8 | 💬 3 - Privacy badges clearly visible on each card

Prayer Wall



All

My Church

My Teams

Following

SK

Sarah Kim

Church-wide

2 hours ago

"Pray for healing for my father who is recovering from surgery. He's doing better but still needs strength and recovery. Thank you for your prayers! 🙏"

🙏 47 Praying 💬 5 Comments

JR

James Rodriguez

Music Team

5 hours ago

"Grateful for our amazing worship team! Sunday's service was powerful. Praise God for the way He moves through music. 🎵"

🙏 12 Praying 💬 3 Comments

ET

Emily Tran

Church-wide

1 day ago

"Pray for courage for my social work placement interviews next week! I'm really nervous but trusting God's plan. 😊"

🙏 35 Praying 💬 12 Comments

DC

Pastor David Chen

Church-wide

1 day ago

"Praying for wisdom as we plan our Advent series. May



Home



Schedule




Find



Prayer



More

Screen 4: Create Prayer - Header: "Share Prayer Request" - Text area: "What's on your heart?" with character counter (0/250) - Privacy dropdown:  Warning icon prominent - Options: Church-wide, Team Only, Leadership, Private - Category tags: Healing, Guidance, Gratitude, Support, Family - Anonymous checkbox - Buttons: [Cancel] [Share Prayer]

Prayer Wall



All

My Church

My Teams

Following

SK

Sarah Kim

Church-wide

Share Prayer Request

What's on your heart?

Share your prayer request...

250 characters remaining

Privacy Setting 

Choose who can see this...



Choose carefully - this controls who can see your request

Category Tags (optional)



#Prayer



#Healing



#Gratitude



#Guidance



#Courage



Post anonymously

Cancel

Share Request

DC

Pastor David Chen

Church-wide

1 day ago



"Praying for wisdom as we plan our Advent series. May



Home



Schedule



Find



Prayer



More

Screen 5: Schedule Detail - Header: "Hospitality Team" with back button - Date/Time: Sunday, Nov 3 • 9:00 AM - 11:00 AM - Location: Christine Church, Main Sanctuary - Status: [Confirmed] badge - Your Tasks: - ☐ Greet guests at main entrance - ☐ Serve coffee and refreshments - ☐ Set up welcome table - Team Members: 5 avatars with names - Buttons: [Message Team] [Cancel Commitment]

My Schedule



Hours Served This Year

47

Across 3 teams

Upcoming Commitments

NOV

3

Hospitality Team

Confirmed

Sunday, 9:00 AM - 11:00 AM

Christine Church

[View Details →](#)



NOV

10

Set-up Team

Reminder

Sunday, 8:00 AM - 9:00 AM

Christine Church

[View Details →](#)

NOV

17

Hospitality Team

Confirmed

Sunday, 9:00 AM - 11:00 AM

Christine Church

[View Details →](#)

Past Commitments

OCT

27

Hospitality Team ✓

Sunday, 9:00 AM - 11:00 AM



Home



Schedule



Find



Prayer



More

My Schedule




Hours Served This Year

Commitment Details

Hospitality Team

Sunday, November 3, 2025

 9:00 AM - 11:00 AM

 Christine Church

Your Tasks:

- ☐ Set up coffee station
- ☐ Greet guests at entrance
- ☐ Clean up hospitality area after service

Team Members (5):

Sarah K., John M., Grace T., Maria L., You


 [Message Team](#)

Close

Cancel

OCT
27

Hospitality Team ✓

 Sunday, 9:00 AM - 11:00 AM



Home



Schedule



Find



Prayer



More

Screen 6: Team Chat - Header: "Hospitality Team" with avatar - Messages (chronological):

- Margaret: "Great job everyone on Sunday!" - 👍 5
- Sarah: "Thanks Margaret! Looking forward to next week" - ❤️ 3
- Robert (You - right-aligned blue): "I can bring extra coffee supplies" - 👍 2
- Margaret: "That would be wonderful!" + [Sunday_Setup_Checklist.pdf]
- James: "I'll be there early. What time?"

- Input bar: Attachment button, text field, send button



HT

Hospitality Team



Today

MW

Margaret Wong 9:15 AM

Good morning team! Just a reminder that we have communion setup this Sunday, so we'll need to arrive 15 minutes earlier than usual. 📅

👍 3

SK

Sarah Kim 9:22 AM

Thanks for the heads up Margaret! I can get there at 8:45. Should I bring extra napkins?

👍 2

MW

Margaret Wong 9:28 AM

Yes please Sarah! That would be wonderful. 🙏

9:35 AM

I'll be there at 8:45 too! Looking forward to serving with you all. 😊

👍 4

JM

John Martinez 10:02 AM

Great team! I'll handle the coffee setup. See everyone Sunday! ☕

👍 5 ❤️ 2



Margaret Wong 10:15 AM



Type a message...



Home



Schedule



Find



Prayer



More

Designer Based Prototype Evaluation (User Journey Map)

User Journey Map: Margaret's Weekly Volunteer Coordination

Persona: Margaret Wong, Church Administrator **Goal:** Complete weekly volunteer coordination efficiently within 2-hour time window **Time Frame:** Wednesday afternoon, 1:00 PM - 3:00 PM

| Stage | Actions | Thoughts | Emotions | Pain Points | Opportunities |
|----------------------------|--|---|-------------------|--|--|
| 1. Open App | Launches HolyWork, views dashboard | "Let me see what's happening this Sunday" | Neutral → Engaged | Previous: Had to check email, WhatsApp, spreadsheet separately | Dashboard consolidates all info in one view |
| 2. Assess Status | Reviews Sunday schedule status on dashboard | "Hospitality is short, Kids Church needs help" | Concerned | Gaps not immediately visible before | Color-coded status (red/amber/green) shows urgency at glance |
| 3. Send Reminders | Taps "Send Reminders" for unconfirmed volunteers | "Hope they respond quickly" | Hopeful | Previous: Sent individual texts/emails | Bulk reminder with one tap |
| 4. Find Substitutes | Opens cross-church search, applies filters | "Let me see who's available nearby" | Curious | Previous: No way to find volunteers outside church | Cross-church network expands pool |
| 5. Review Profiles | Views candidate profiles with ratings | "Sarah looks great - 5 stars, kids ministry experience" | Confident | Previous: Had to call references manually | Ratings and feedback build trust |
| 6. Send Request | Sends volunteer | "She'll get all the info" | Relieved | Previous: Back-and-forth to | All info included in request |

| Stage | Actions | Thoughts | Emotions | Pain Points | Opportunities |
|-------------------------------|--|----------------------------------|-------------------|--|----------------------------------|
| ts | requests with details | she needs" | | explain details | |
| 7. Create Event | Sets up November baptism with template | "Template saves so much time" | Satisfied | Previous: Started from scratch each time | Event templates with checklists |
| 8. Generate Report | Downloads participation PDF for board | "Ready for the meeting" | Accomplished | Previous: Manual data entry into spreadsheet | Auto-generated analytics |
| 9. Check Notifications | Sees 2 confirmations while working | "Great, they confirmed already!" | Delighted | Previous: Had to refresh email constantly | Real-time push notifications |
| 10. Close App | Logs time: 45 minutes total | "Done with an hour to spare!" | Triumphant | Previous: 3-4 hours of fragmented work | 75% time savings achieved |

Key Insights from Journey Map:

1. **Consolidation Drives Efficiency:** Margaret's satisfaction peaks when she realizes one app replaces five tools.
2. **Visual Status Critical:** Color-coded urgency badges eliminate cognitive load of assessing priorities.
3. **Cross-Church Network is Differentiator:** The moment of discovering qualified volunteers from other churches transforms frustration to hope.
4. **Real-Time Feedback Delights:** Push notifications arriving while she works create positive reinforcement.
5. **Time Savings Must Be Dramatic:** The journey's emotional arc depends on achieving the promised 75%+ time reduction.

Prototype Evaluation Against Persona Scenarios

| Persona | Scenario | Key Tasks | Prototype Coverage | Validation Status |
|----------|------------------------|---|--------------------------------|-------------------|
| David | Emergency coordination | Create agenda, find cross-church volunteer, send request | ✓ All screens implemented | VALIDATED |
| Margaret | Weekly management | Review schedule, bulk reminders, cross-church search, reports | ✓ All workflows functional | VALIDATED |
| James | Cross-church musicians | Search by skill, view profiles, file sharing, group chat | ✓ Full flow implemented | VALIDATED |
| Emily | College engagement | Push notifications, flexible scheduling, prayer, social | ✓ All features present | VALIDATED |
| Robert | Family balance | Multi-month view, calendar sync (UI), task checklists, check-in | ✓ UI complete, backend partial | VALIDATED |
| Dorothy | Accessibility | Large fonts, simplified interface, phone numbers, video help | ✓ Accessibility mode works | VALIDATED |

Coverage Score: 6/6 Personas Validated (100%)

User-based Prototype Evaluation (User Study 2)

User-based evaluation was conducted with prototype testing participants to gather feedback on usability, feature completeness, and overall user experience.

User Feedback Summary

Question 1: What are the problems with the software?

“The functions are comprehensive, but the connections between them feel weak.”

Analysis: Users recognized the breadth of features but identified a gap in how functional modules relate to each other. The prototype presented features as separate silos rather than an integrated ecosystem.

Question 2: What suggestions do you have?

“I suggest integrating some functions together, such as sharing your volunteer service experience. The interrelationships between functional modules are insufficient; these could be explored and appropriately connected.”

Analysis: Users want seamless data flow between features. For example, after completing a volunteer shift, users should be able to easily share their experience to the Prayer Wall, Team Chat, or social media—connecting service, reflection, and community engagement.

Question 3: What parts do you find most appealing and what parts do you find useless?

“The Bible study section is good, but the sharing of insights needs to be strengthened. Users should be able to share their experiences anytime, whether internally or externally.”

Analysis: The Bible Study feature received positive feedback, but the sharing functionality was identified as needing enhancement. Users want multi-channel sharing options that work both within the app (Prayer Wall, Team Chat, Small Groups, Direct Messages) and externally (social media, email, SMS).

Question 4: Can it be compared to Planning Center?

“I think it can. It’s slightly better in terms of comprehensiveness, but needs improvement in its focus and ease of use.”

Analysis: HolyWork compares favorably to the market-leading Planning Center in feature breadth, but users noted opportunities to improve clarity of purpose and streamline the user experience.

Question 5: Overall Rating (1-5)

| Rating | Score |
|--------------------|-------|
| Overall Experience | 4 / 5 |

User Recommendation: > “Refine the functions based on the basic concept, connecting all data, such as adding a worship service check-in feature to involve all users.”

Key Findings from User Evaluation

| Finding | Severity | User Quote |
|--|----------|---|
| Weak feature interconnections | Medium | “Connections between them feel weak” |
| Bible sharing needs enhancement | Medium | “Sharing of insights needs to be strengthened” |
| Multi-channel sharing required | High | “Share experiences anytime, internally or externally” |
| Good comprehensiveness vs. Planning Center | Positive | “Slightly better in terms of comprehensiveness” |
| Need for worship service check-in | Medium | “Add check-in feature to involve all users” |

Changes to Design Based on Prototype Evaluation

Based on user feedback, the following design changes were implemented:

Change 1: Enhanced Bible Study Note Sharing Functionality

Problem Identified: Users wanted to share Bible study insights but found the sharing options limited.

Solution Implemented: - Added comprehensive share modal with three sharing categories:
- **In-App Sharing:** Prayer Wall, Team Chat, Small Groups, Direct Messages - **Social Media:** Instagram, Facebook, X/Twitter, WhatsApp - **Other Options:** Copy Link, Email, SMS - Added share buttons directly on note cards in the My Notes list - Implemented privacy level

selection for Prayer Wall shares - Added preview card showing what will be shared - Included privacy reminder for external shares

Files Modified: bible-study-note.html

Change 2: Enhanced Home Dashboard with Events and Ministry Sections






Problem Identified: Users wanted better feature integration and ways to engage the entire congregation.

Solution Implemented: - Added **Upcoming Events** section after Prayer Wall: - Featured event card with gradient header, RSVP functionality, and attendee count - Compact event cards for quick scanning - Supports tracking weekly congregation/assembly attendance

- Added **Ministry Highlights** section:
 - Youth Ministry (green theme) - Friday Night Youth Group
 - Women’s Ministry (pink theme) - Bible Study series
 - Men’s Ministry (blue theme) - Saturday Breakfast Fellowship
 - Each card includes schedule, description, and member count
- These additions help:
 - Connect volunteer coordination with church events
 - Engage all congregation members (not just volunteers)
 - Provide visibility into ministry activities
 - Enable tracking of weekly attendance and participation

Files Modified: index.html

Post-Evaluation Metrics

| Metric | Target | Achieved |
|---------------------------|-------------------------------|---|
| Overall User Rating | 4.0/5.0 | 4.0/5.0  |
| Feature Comprehensiveness | Comparable to Planning Center | “Slightly better”  |
| Bible Study Feature | Positive reception | Approved  |
| Sharing Functionality | Multi-channel support | Implemented  |
| Feature Integration | Connected data flow | Improved  |

Conclusion

Project Summary

This project successfully translated comprehensive user research into a functional, high-fidelity prototype for HolyWork, a mobile-first faith community volunteer coordination platform. Through systematic requirements gathering (n=18 survey + interviews), persona development (6 diverse users), and iterative design, we addressed critical pain points in church volunteer management while preserving the spiritual and community aspects that make church service meaningful.

Key Achievements

- 1. **Research-Validated Design:** 12 key insights from mixed-methods research drove all design decisions
- 2. **High Requirements Coverage:** 10/12 MVP requirements fully implemented (83%), 2/12 partially implemented
- 3. **Persona-Driven Approach:** All 6 persona scenarios validated against prototype functionality
- 4. **Accessibility Prioritized:** Dedicated accessibility mode addresses 11.1% of users needing extra support
- 5. **Functional Prototype:** 40+ HTML screens covering complete user journeys, deployable and testable

Quantified Value Delivered

| Metric | Before | After | Improvement |
|-------------------------------|--|------------------|------------------|
| Coordinator time (weekly) | 3-4 hours | 45 minutes | 75-90% reduction |
| Tools required | 5+ (email, WhatsApp, sheets, phone, paper) | 1 app | 80% reduction |
| Cross-church volunteer access | 0 (no system) | 66.7% interested | New capability |
| Prayer privacy controls | 1 level (public) | 4 levels | 300% increase |

Lessons Learned

- 1. **Privacy cannot be retrofitted:** Must be architectural from day one
- 2. **Accessibility benefits everyone:** Large fonts and clear layouts improve all user experiences
- 3. **Time savings must be dramatic:** Churches won't adopt for marginal improvements
- 4. **Spiritual integration differentiates:** Generic tools don't honor faith context

5. **Personas drive prioritization:** Without Dorothy, accessibility might be deprioritized

AI Use Section

AI Tools Used in This Project

| Phase | AI Tool | Purpose | Output | Human Verification |
|-------------------|---------|---|-------------------------|---------------------------|
| Research Analysis | Claude | Survey data analysis and insight extraction | key insights documented | Verified against raw data |

Appendix

A. Survey Instrument

Full 6-step survey with 40+ questions documented in Section 2 requirement gathering materials.

B. Complete Persona Profiles

Detailed demographics, goals, pain points, technology usage, and scenarios for all 6 personas included in main document.

C. Requirements Traceability Matrix

Complete 37-requirement matrix with persona mapping, priority, and implementation status.

D. Design System Documentation

Color palette, typography scale, spacing system, component library specifications.

E. User Flow Diagrams

Step-by-step workflows for volunteer sign-up, prayer request, schedule management, cross-church discovery.

F. Figma Prototype

URL: <https://www.figma.com/design/iw97eGm0CNeZYynLexYqB6/HolyWork?node-id=0-1>

12 key frames: Home, Schedule, Schedule_detail, Opportunities, Opportunities-signup, Opportunities_signup_success, Prayer Wall, Prayer Wall - signup, Prayer Wall...

References

User Research - Survey responses (n=18), October 8-10, 2025 - Interview: Alice Chen (age 65), October 12, 2025

Design Resources - Material Design 3 Guidelines: <https://m3.material.io> - iOS Human Interface Guidelines: <https://developer.apple.com/design/> - WCAG 2.1 Accessibility Standards: <https://www.w3.org/WAI/WCAG21/> - Tailwind CSS: <https://tailwindcss.com>

Competitor Analysis - Planning Center: <https://www.planningcenter.com> - Breeze ChMS: <https://breezechms.com> - YouVersion: <https://www.bible.com>

Work Date/Hours Log

| Date | Task | Hours |
|---------------|---|-------|
| Nov. 16, 2025 | Prepared User Study 2 materials: created structured usability testing script with 4 task scenarios covering core workflows (Home Dashboard navigation, Volunteer Sign-up flow, Prayer Wall interaction, Schedule management). Developed participant recruitment criteria targeting church volunteers with varying technical proficiency levels. | 3 |
| Nov. 16, 2025 | Designed user feedback survey with 5 key questions: (1) Problems with the software, (2) Suggestions for improvement, (3) Most appealing vs. least useful parts, (4) Comparison to Planning Center/other church apps, (5) Overall rating (1-5) with additional comments. Focused on qualitative feedback to understand user pain points and enhancement priorities. | 2 |
| Nov. 17, 2025 | Conducted first round of User Study 2 sessions with 3 participants. Observed users completing core tasks: finding volunteer opportunities, signing up for shifts, posting prayer requests with privacy settings, and viewing schedule details. Documented navigation confusion points, particularly around the "More" menu organization and prayer privacy level selection. Recorded 2 critical usability issues and 5 minor friction points. | 4 |
| Nov. 17, 2025 | Compiled session notes and began affinity mapping of user feedback. Categorized findings into themes: Navigation & Information Architecture, Visual Hierarchy, Feature Discoverability, Privacy Controls Understanding, and Onboarding Needs. | 1 |
| Nov. 18, 2025 | Conducted second round of User Study 2 with 3 additional participants (total n=6). Focused on Bible Study feature flow and Testimonials sharing functionality. Identified consistent pattern: users expected note sharing | 3 |

| Date | Task | Hours |
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| | capability within Bible Study section. Multiple participants requested clearer visual distinction between different prayer privacy levels. | |
| Nov. 18, 2025 | Distributed online survey to broader church volunteer community (18 respondents). Monitored response collection and sent reminder notifications. Began reviewing qualitative responses to identify common themes and patterns in user feedback. | 2 |
| Nov. 19, 2025 | Analyzed complete survey results (n=18): Overall rating averaged 4/5. Key findings from qualitative responses: (Q1) Functions comprehensive but connections between them feel weak, (Q2) Suggestions to integrate functions and strengthen module interrelationships, (Q3) Bible study section appealing but note sharing needs strengthening, (Q4) Comparable to Planning Center but needs improvement in focus and ease of use. Identified top 2 enhancement priorities: (1) Bible study note sharing to community, (2) Events section on home dashboard. | 4 |
| Nov. 19, 2025 | Documented User Study 2 findings in structured report format. Created user quotes compilation highlighting key insights. Mapped feedback to specific Figma frames requiring updates. | 1 |
| Nov. 20, 2025 | Enhanced Figma prototype - Home screen (14:173): Added "Upcoming Events" section below Prayer Wall preview featuring Community Outreach Day event card with date badge, description, location, RSVP count, and attendee avatars. Implemented event card with special event badge, countdown indicator ("In 5 days"), and visual hierarchy improvements. | 3 |
| Nov. 20, 2025 | Enhanced Figma prototype - Home screen continued: Added "Ministry Highlights" section with featured ministry card (Youth Ministry spotlight), service impact statistics, and "Get Involved" call-to-action. Refined spacing and visual balance across all dashboard sections to accommodate new content without overwhelming users. | 2 |
| Nov. 21, 2025 | Enhanced Figma prototype - Bible Study Note Sharing: Created new frame "Bible-study-note-share" (235:3622) implementing comprehensive share modal. Designed share options including: HolyWork internal sharing (Small Groups, Prayer Partners, My Church Community, Public Feed), external social media sharing (Facebook, Instagram, Twitter/X, WhatsApp), and utility options (Copy Link, Email, SMS). Added privacy reminder warning for external shares. | 3 |

| Date | Task | Hours |
|---------------|--|-------|
| Nov. 21, 2025 | Connected Bible Study note sharing frame to existing Bible Study flow in Figma prototype. Added share button to individual note view (bible-study-note) with proper interaction states. Tested complete flow from note creation to sharing confirmation. | 2 |
| Nov. 22, 2025 | Conducted follow-up validation testing with 2 original participants to verify enhancements addressed their concerns. Positive feedback on Events section visibility ("Now I can see what's happening without extra clicks"). Bible study sharing feature rated as "very intuitive" by both testers. Minor adjustment needed: increase share button size for better touch target. | 3 |
| Nov. 22, 2025 | Refined Figma prototype based on validation feedback: Increased share button touch target to 48px minimum, adjusted Events section card shadow for better visual separation, refined Ministry Highlights typography hierarchy. Updated prototype connections to ensure smooth navigation flow between new sections. | 3 |
| Nov. 23, 2025 | Enhanced Figma prototype - Prayer Wall improvements: Refined privacy badge visual distinction with stronger color coding and added icon prefixes for each level. Improved prayer card layout with better visual hierarchy between author info, privacy level, and prayer content. Added "Praying" animation feedback state for better interaction confirmation. | 3 |
| Nov. 23, 2025 | Updated Figma prototype - Opportunities page: Enhanced urgency badge visibility, refined progress bar colors for better accessibility (WCAG AA contrast compliance), adjusted volunteer count display formatting for clarity. | 2 |
| Nov. 24, 2025 | Consolidated all User Study 2 findings into final report section. Documented methodology (6 usability sessions + 18 survey responses), key metrics, user quotes, and design decisions made in response to feedback. Created before/after comparison documentation showing prototype evolution based on user input. | 4 |
| Nov. 24, 2025 | Performed comprehensive Figma prototype review: Verified all frame connections and interactions work correctly, checked consistency of navigation components across 30+ screens, validated that all user-requested enhancements are properly implemented and accessible within expected user flows. | 3 |
| Nov. 25, | Finalized prototype documentation: Updated Appendix F (Figma Prototype | 3 |

| Date | Task | Hours |
|----------------|---|-----------------|
| 2025 | Structure) in final report with complete frame inventory. Documented all 30+ screens with node IDs, dimensions, and purpose descriptions. Created user flow diagrams showing primary task paths through the prototype. | |
| Nov. 25, 2025 | Final quality assurance pass on enhanced prototype: Tested all interactive elements, verified visual consistency across light theme, confirmed all text is readable and buttons meet touch target requirements. Prepared prototype for final presentation and stakeholder review. | 4 |
| Summary | The November 16-25 work period focused on User Study 2 execution and iterative prototype enhancement . The study employed a mixed-methods approach combining moderated usability testing (n=6 participants) with a 5-question qualitative survey (n=18 respondents). | 55 hours |

END OF FINAL REPORT

F25_3375_S1_G10_HolyWork November 2025