Mission/Goals

Mission statement

At faith equip we inform people on how to effectively and naturally share their faith.

Goal

Our goal is to provide techniques, information, and events that enable people to effectively share their faith. We aim to make it easy for people to attain the skills they need to share their faith.

User experience

Audience

Our website is really for all ages but we want to specifically target teens because we feel that the world we are growing up in is really making it hard to stand up for our faith or want to stand up.

Scenario

SAA Student

Scenario/profile: Character one is a student at Spencerville and has heard about our website through one of our group members. She logs on out of curiosity and reads through our website. She hasn’t really ever thought about sharing her faith. The student has been raised as a Christian her whole life but has never felt a strong passion about it. She scrolls through the website and reads our article on why it is important to share her faith. One picture with a quote dealing on importance of faith catches her eyes. She is encouraged to share her faith and begin to seriously start considering it. She starts to really look into her relationship with God. From there the student checks and sees when our next event is and comes for an opportinuty to share their faith with others.

Adult

Scenario/profile: This character is an adult who has heard about our website through our social media and a church announcement. He has been growing in his relationship with God and is eager to share his faith but doesn’t know where to start. When getting on website he immediately goes to the sharing your faith more naturally tutorial. This is because sometimes he can be socially awkward. He doesn’t get a lot of chances to interact with people at his office job. After completing some of our daily tasks on sharing faith he is full of confidence in sharing his faith. One of the tasks he did was to give a homeless person money and tell them about God’s love. He is inspired to start going out and reaching out to people.

Presenter

Scenario/profile: This character is a presenter who is looking for content for her presentation on sharing faith. After hearing about our website through word of mouth she has decided to check it out. After going through our website she has decided to use it as a resource for her presentation. She really enjoys the different aspects of our website and how it interacts with the user. The presenter challenges the audience to complete one of our daily tasks and uses some of our real life stories to keep them engaged. At the end she share’s the website with the audience and they too are able to go through it by themselves.

Nirav Thangaballi

Profile: An atheist professor who loves debating against theists.

Scenario: Nirav chewed a large bite of tandoori chicken as he thought about his next debate. He remembered how confident his opponent was. He figured he should do some research on Adventists so he could think of some counter arguments about God. “Let’s start by seeing what I will be up against.” He figured. He looked up Adventist beliefs and scanned the search results. “Interesting,” he said as he saw this random place called faith equip. “Sounds corny, but let’s see what they got,” he chuckled to himself. He opened it and starting reading. He was surprised by the content. He was sort of intrigued. He didn’t know how to counter the things said there. It just made sense. He felt his beliefs start to shift. “Maybe there is more to the story.” He decided to find just one flaw to prove this place was fake. He read for hours and hours, only stopping to buy more tandoori chicken. He read through all the articles and could see the passion behind them. He read a real life story of a man who was just like him but his life was changed. At the end of all that, he knew that he was wrong. He started to read up on his newfound faith. The next day, he came to the man he was supposed to debate, and told him everything that had happened. The two did Bible studies together using faith equip. Two months later, he was in Costa Rica teaching others. “I owe everything to faith equip,” he often told the people he met.

Competition

Looking at our competition we were able to learn a lot from them. Many of our competitors had many assets and resources. They were able to hold big events and training sessions. They also had very interactive websites and huge archives of information and even books. Some websites however, did not have an interactive design and were not very attractive.

Site Content



Site Structure

Metaphor: Just as there are different ways of learning a concept we provide different ways to help people share their faith. Everyone has their own way style of learning so we want to accommodate those styles of learning. We want accommodate to audio, visual, and hands-on learners.

Site Structure;

* Homepage

-Mission/purpose

-latest news and featured material

-pictures

* Articles page

-Articles

-videos

* Daily tasks page

-Daily tasks

-videos of people doing the daily tasks

* Contact page

-A contact box where users can message us

* What the Bible says

-Bible verses on sharing your faith

* Resource page
* Videos
* Links to other articles

Navigation: We plan to have a menu with a button for each webpage. It will be at the top of the website. For the article page we will have a list of the links to the articles with corresponding pictures and descriptions, so the user can choose which articles they want to read.

Visual Design



Appendix

