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DESIGN DOCUMENT

For

ADVENTIST FORUM

**Mission & Goals**

Adventist Forum encourages and helps young Seventh-day Adventists grow spiritually and feel connected by providing an exciting, interesting, and accepting social media support network. Adventist Forum brings young Adventists together to share ideas, discuss relevant issues, encourage each other, and develop a closer walk with Christ. The goal is to provide a place for young Adventists to share their experiences, learn from others, be a part of a community, and develop a closer connection with the Adventist church and other your Adventists.

**User Experience**

Adventist Forum allows users to participate in a variety of discussion forums, generate new discussion forums or submit questions, find Adventists in their local area, and view inspirational messages and testimony from other young people struggling with the same questions and issues they are dealing with. This site uses top navigation by placing all of the main menu content categories in a high contrast enclosed boxes from left to right at the top of the page. Each of the main menu buttons will have a drop down menu with major sub-categories. Vertical navigation on the left side of the page will also be used for quick access to inspirational thoughts, click to view open discussion forums, submitting questions or requests, and some other general information.

After navigating to the website, users will have the option to login with their user name and password, or view the site content as a guest. Viewing the site as a guest will provide view only access to the discussion forums but will not allow access to any other user profile information, allow email or messaging to any other user, and will not allow the viewer to access the local user links. The website design will provide users with the ability to navigate from the homepage to second and third level destinations easily by maintaining a clear and concise navigation hierarchy. The site uses color contrast to help viewers focus on priority links and does not crowd the pages making it difficult to view the page content.

**Audience Definition**

The three most common types of visitors to Adventist Forum will be; Adventist teenagers who accept Adventism and the conservative life-style but don’t fit in socially within their environment, Adventist teenagers who are socially well adjusted and fit in, but are conflicted over many of the conservative elements of Adventism and its relevance in their lives, and Adventist teenagers who are comfortable with Adventism, but want to expand their Adventist social network to participate in non-religious activities with other Adventists. Visitors will typically be interested in Adventism and wanting to become better Christians or Adventists.

**Scenarios**

**Character 1**

Who is your character?

Bill Nye is a 14 year old student at Paint Branch High School. He is an only child and lives with his mom and dad. Bill’s family are conservative Seventh-day Adventists who attend church regularly.

What do they look like?

He has blonde hair, approximately 130 pounds, is athletic, and a good looking guy. He wears glasses, and usually wears khakis and a sweater vest instead of jeans and a t-shirt like most of his classmates.

What are they doing?

He is searching for ways so he can make more friends

What are they feeling?

He is lonely, feels confused, and is being cautious of what he says because he is used to being teased and bullied. He doesn’t have any friends because he goes to public school and they don’t understand his values or why he acts the way he does. He is torn between doing what he believes to be right and doing what the other kids are doing so he will fit in and have friends.

Why are they accessing your site?

He is not accepted at school and has no friends. The kids at his school used to ask him to participate in social events but they are usually on Friday nights or Saturdays and he can’t go because of the Sabbath. The popular kids are experimenting with cigarettes, alcohol, some drugs, and sex. Bill knows he doesn’t fit in but doesn’t want to change his values. Bill wants to know what other young Adventists are going through and how they deal with these issues.

Web Experience

Bill finds Adventist Forum and becomes interested in signing up for an account because of what he sees on the home screen. He is interested because he sees there are discussion boards that are focused on the same issues he has been dealing with. So he clicks on the “register for a new account” button. This brings Bill to a screen that asks for his first and last name, email address, and age. He is also asked to create a username and password that he will have to use in order to access the discussion boards or post anything to the website. Before continuing, Bill must read a user agreement that provides all the rules for using the website, and then he checks a block to digitally agree to the terms. Next, Bill is told his account is created and he must return to the home screen to login in order to actively participate. Bill clicks on the “return to Home” button and then clicks on the “login” button. Once Bill logs in, he picks one of the 5 discussion rooms, this one is discussing how to be a Christian in a secular world. Bill sees that there are several people logged in from all over the country who are experiencing the same feelings he has. It is very late and his mom is telling him to turn off the lights and go to bed so he clicks on the “log out” button and turns off his computer. Bill is excited to know that he is not alone and is looking forward to logging back in tomorrow. He starts to think about some of the questions he will ask, and wonders if he will meet anyone on this site who lives in his area.

**Character 2**

Who is your character?

Tom Cruz is a 16 year old Junior attending a Seventh-day Adventist Academy. His parents both grew up Adventist, but are not extreme conservatives. The family eats out after church and participates in other secular activities on the Sabbath sometimes. Tom has a younger brother age 14 and a sister age 12. Tom is a good athlete and plays on the varsity team for all the sports. He is very popular and has lots of friends.

What do they look like?

He's a young and buff teenager who has dark hair and wears all the latest trends.

What are they doing?

Tom is interested to see what kind of people are on this Christian site, and to see if they are all losers.

What are they feeling?

Tom has attended Adventist school all his life and knows what the bible and Adventist church teach, he just doesn’t feel passionate about it. Tom thinks that most of the people who are really religious are kind of dorky. He is interested in finding out if there are people who are popular who are also active Christians and Adventists. He is searching to find out if Christianity is relevant, and if he even wants to be a Christian.

Why are they accessing your site?

He is accessing this site because he thinks most Adventists are dorks and he wants to find out if there are any “normal” Adventists young people his age. A lot of his friends at school are struggling with the same issue and they tend to just talk negatively about Adventism.

Web Experience

Tom does not want to create an account so he looks at the level I headings on the home screen to see if there is anything that interests him. He sees a discussion room that is talking about the importance of being an Adventist and clicks on it. Because he hasn’t created an account and logged in he can’t post to the discussion board, but he can view and read what’s going on. As he reads some of the responses he is a little turned off because they just seem to be spouting the party line but then someone submits a post and challenges them with a comment that he would have liked to post. He continues monitoring the site for a while and is encouraged that this is not a site full of dorks that don’t understand what he is going through. Tom exits the website but thinks that he might like to participate in an online discussion sometime.

**Character 3**

Who is your character?

Julia Robinson is a 15 year old girl who lives with her parents and 5 other siblings who goes to a Seventh day Adventist school. Both of her parents grew up Adventist, and have all the kids go to church every Saturday, but outside of church don’t talk much about God. Julia loves to run and enjoy God’s nature, she has a decent amount of friends but not a lot of them like to run

What do they look like?

Julia is young, blonde, and fit, she will only wear the newest trending Nike and Under Armour apparel.

What are they doing?

She is going online to see if there are any other people who love to go out and run in nature to connect with God.

What are they feeling?

She is curious to see if there are any other Christians who love to run, but since she only knows the few Christians from her church and school she’s a little skeptical about whether or not there will be many other people with her same interest.

Why are they accessing your site?

She is accessing this site because all the people she hangs out with don't share the same interests and wants to meet people who share the same interests and have the same goals and values.

Web Experience

Julia creates and account because she’d love to be able to post all the fun she will be having when she finds new friends. As she’s scrolling through the lists of discussions she finds the topics she’s looking for hobbies. She keeps scrolling and finds it, a chat on running. She is ecstatic, immediately she joins the chat and starts to make more friends. By the time she’s logging off she’s already set up a time and place to go running with a bunch of her new friends.

**Competitive Analysis**

A competitive analysis was conducted on two competitor websites. These websites were beta.mormon.org and Christianchat.net. They were evaluated on whether or not they were entertaining, if they were easily accessible, and if they were over all cool sites. Both of these sites were very easy to navigate, but lacked any entertaining qualities. Additionally neither site was visually appealing. There was only one discussion forum and no choice of discussion topic. Both websites consisted only of the home page and did not provide any additional sub-pages or content.

APPENDIX I

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| Features |  | https://beta.mormon.org/ad-ctas/chat.php?name=bill | | | | | | <http://www.christianchat.net/> | |
|  |  |  |  |  |  |  |  |  |  |
| Games |  |  |  | 0 |  |  |  |  | 0 |
|  |  |  |  |  |  |  |  |  |  |
| easy access to site | |  |  | 4 |  |  |  |  | 5 |
|  |  |  |  |  |  |  |  |  |  |
| cool looking site | |  |  | 3 |  |  |  |  | 3 |



