

USER PERSONA WORKSHEET



NAME Bonnie	INDUSTRY/SEGMENT Church Office
JOB TITLE or FUNCTION Church Administrator	REPORTS TO (JOB TITLE) Pastor
AGE/EDUCATION 48, BA in Business Management	YEARS IN THIS JOB 15

TECHNOLOGY USED

Church management software, Google Calendar, Google Forms, Gmail, Microsoft Office Suite, QuickBooks, PayPal, Facility Management software

TECHNICAL PROFICIENCY

☐

Novice

☒

Proficient

☐

Expert

SITUATION

A typical day in the life of your persona

Bonnie works an 8-5 shift Monday through Friday at St. Marys church. She is responsible for managing the day-to-day of the church staff, oversees the financial side of the business as well. Most of her day is spent on the computer cleaning up databases, making sure facilities are reserved properly and set-up when needed. She is in constant communication with the Pastor and Staff. She also manages the Volunteers at the church for Sunday services.

A typical interaction with your product

Bonnie logs into CHURCH to review contribution batches from Sunday offerings, adds new people to the database when needed, and checking up on the Volunteers and group leaders. She has to ensure that background checks are completed and up-to-date. She communicates with leaders and volunteers about their upcoming schedules and assignments. She is also responsible to update personnel information within the program.

A perfect day

Bonnie would be able to log into her program and have the ability to manage her day-to-day in a one stop shop software. She would be able to communicate and prepare for Sunday services without having any issues with the software and having all the information she needs at her fingertips when she has to be on the go for many meetings. She would love to not have to be constrained to her desk all day in order to be successful in her role at the church.



TOP OF MIND ISSUES

- Time management – how to utilize the software to save her time?
- How to get the church more engaged with the program?
- Is she using the best program for her position, and more importantly is the church using the best program for them?

OTHER INFORMATION

What they read online and offline; member associations

Bonnie is a member of her denominational organization and is always involved with committees to improve their organization and church. She is interested in how to engage the younger generations and get them involved with the church. She also keeps up on the stock market as well as what software options are out there for a church or non-profit, constantly keeping up with anything new to hit the market or any new software mergers.

Budget approval levels and ROI expectations

She works closely with the Pastor as to what budget they have to run the church office. Software, hardware, supplies, etc. They would expect to have a software where people can give online and pay for books and events online and with having a more cloud based program, more people would be interested in joining the church and therefore, giving would increase. They run capital campaigns from time-to-time and having software that manages that along with their budget increases their ROI.

How the persona is rewarded or motivated (compensation, bonus, commission, other recognitions)

Within a church environment there is little compensation or commissions. If a person brings a good product to the table that will save the church money, or provide more resources to help the staff save time, is what is most recognized.

Heather Learn

WRITTEN BY

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