

Church Musician Services

Website Development Process

Research and Analysis

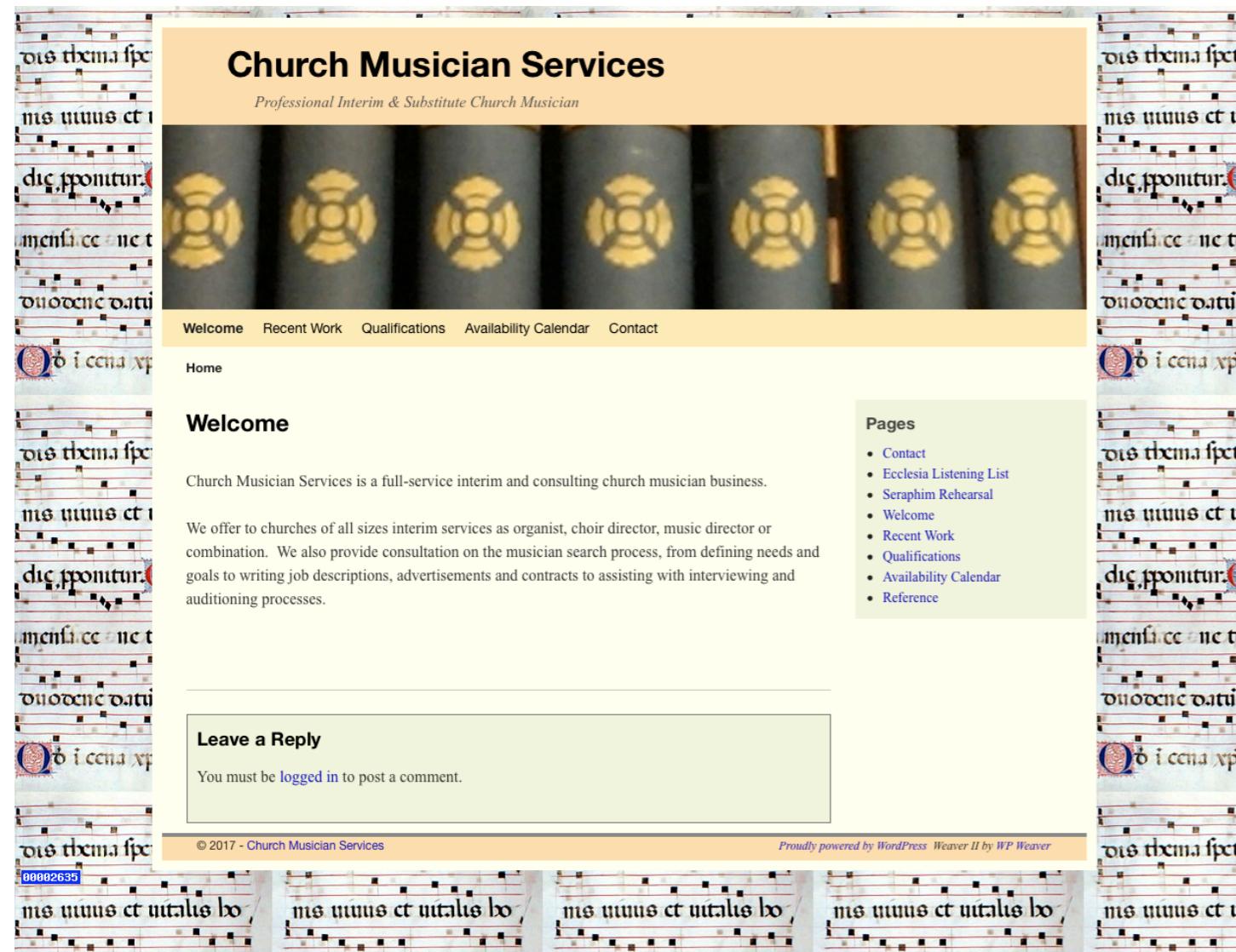
→ Ideation and Design

→ Coding

Identifying Customer

- Church Musician Services
- Business belonging to John Totter, a freelance organist/choirmaster in Rhode Island
- Purpose: Advertising
- Existing website needed updating

Research

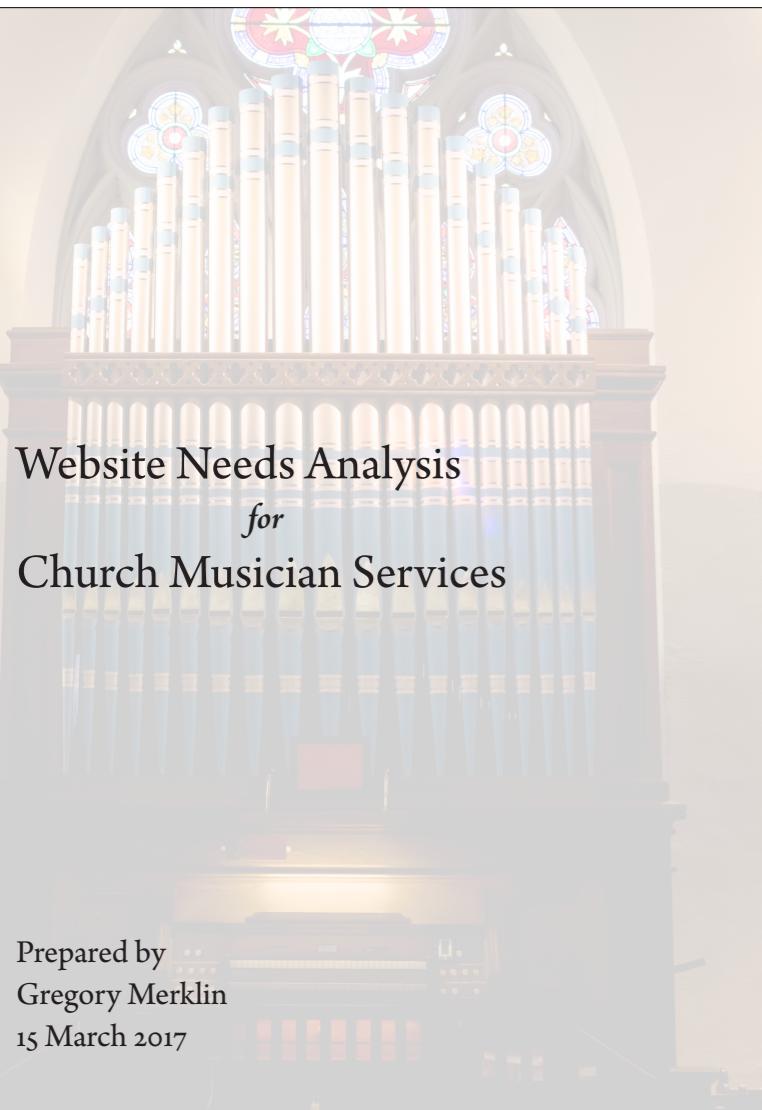


- Existing site provided basic content
- Built on WordPress

Needs Analysis

Website Needs Analysis for Church Musician Services

Prepared by
Gregory Merklin
15 March 2017



II. Current Website

The existing website, which was self-designed by the proprietor, has been in place for approximately four years. Its primary purpose is advertising, subsidiarily providing qualification information, which is to say CV information, such as recent employment. It also provides an availability calendar, a means to request references, as well as a means of contacting the proprietor to arrange possible employment, via a link to Google Forms. The website as it currently stands is a relatively simple, basic set of eight pages, built on a WordPress theme. Some of the features (for example, the conflicts calendar) do not appear to work.

Apart from a page view counter, no mechanisms exist for determining additional information about visitors to the page.

CHURCH MUSICIAN SERVICES • WEBSITE NEEDS ANALYSIS

Church Musician Services
Professional Interim & Substitute Church Musician

Welcome Recent Work Qualifications Availability Calendar Contact

Home

Welcome

Church Musician Services is a full-service interim and consulting church musician business. We offer to churches of all sizes interim services as organist, choir director, music director or combination. We also provide consultation on the musician search process, from defining needs and goals to writing job descriptions, advertisements and contracts to assisting with interviewing and auditioning processes.

Leave a Reply

You must be logged in to post a comment.

Pages

- Contact
- Ecclastic Licensing List
- Semaphor Rehearsal
- Welcome
- Recent Work
- Qualifications
- Availability Calendar
- Reference

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III. Website Improvements

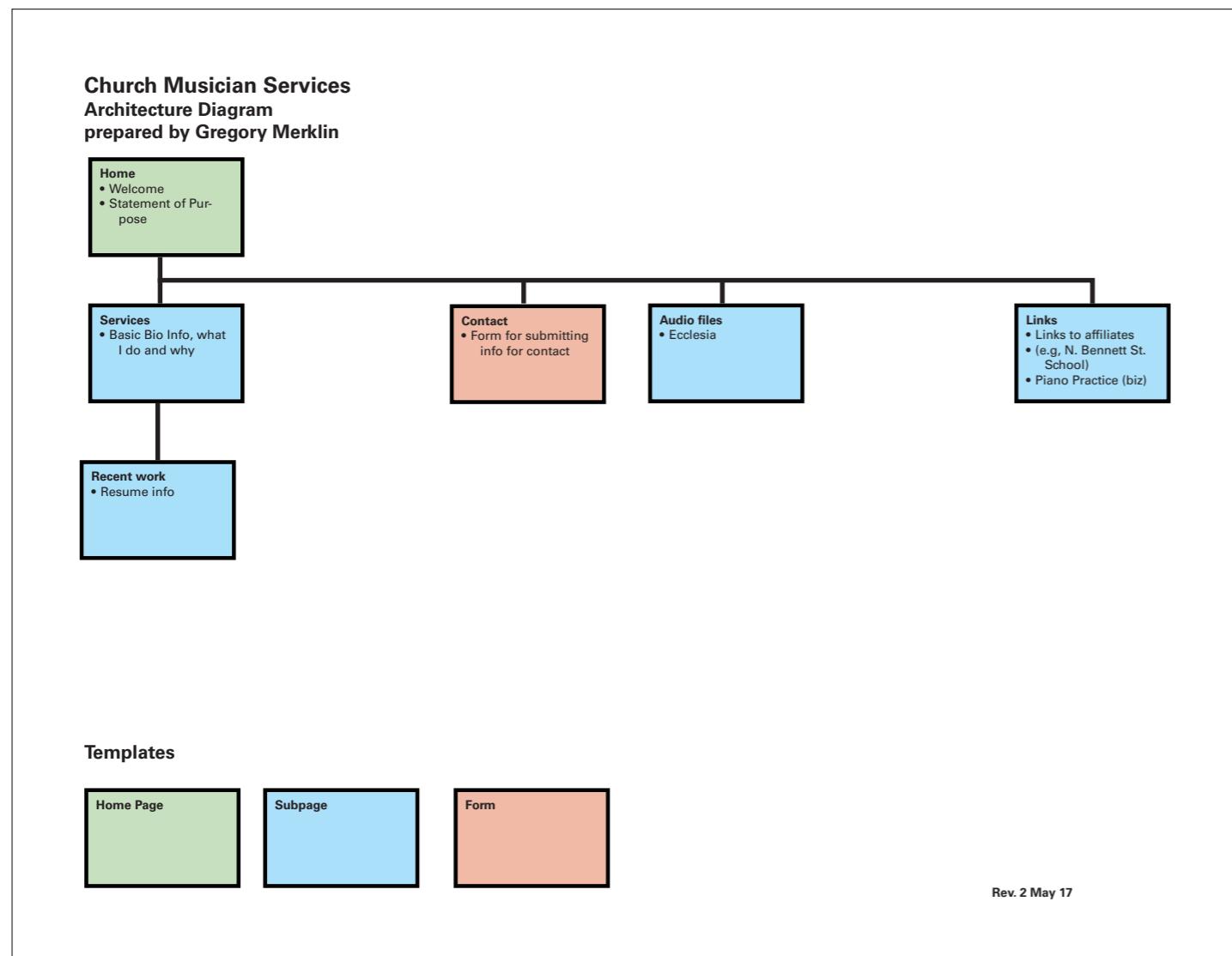
The website has been described both by the customers and by the owner as "dry", and "in need of refreshing". While it is not intended to be edgy or challenging, given the customer base, it does need to be made more accessible to a broader and younger demographic, which might entail including links to the proprietor's social media presence, and general 'refreshing' of how the site looks, so as to provide a more professional appearance overall.

Overall, the refresh should focus on making the website more coherent, with a better logical 'flow'. Cosmetic upgrades would include the color scheme, improvements to typography (currently Helvetica and Times New Roman), and improvements to the set of images, currently consisting of a background, one image used throughout the website as a header, and a headshot of the proprietor. Upgrades in this area would give the website overall a more professional look and feel.

The proprietor indicates that he has made no efforts towards search engine optimization. Improvements here should also lead to increased page views and improved rate of customer contact, as most page views are driven by business card referral, some by word of mouth, and a few by search engine.

CHURCH MUSICIAN SERVICES • WEBSITE NEEDS ANALYSIS

Architecture



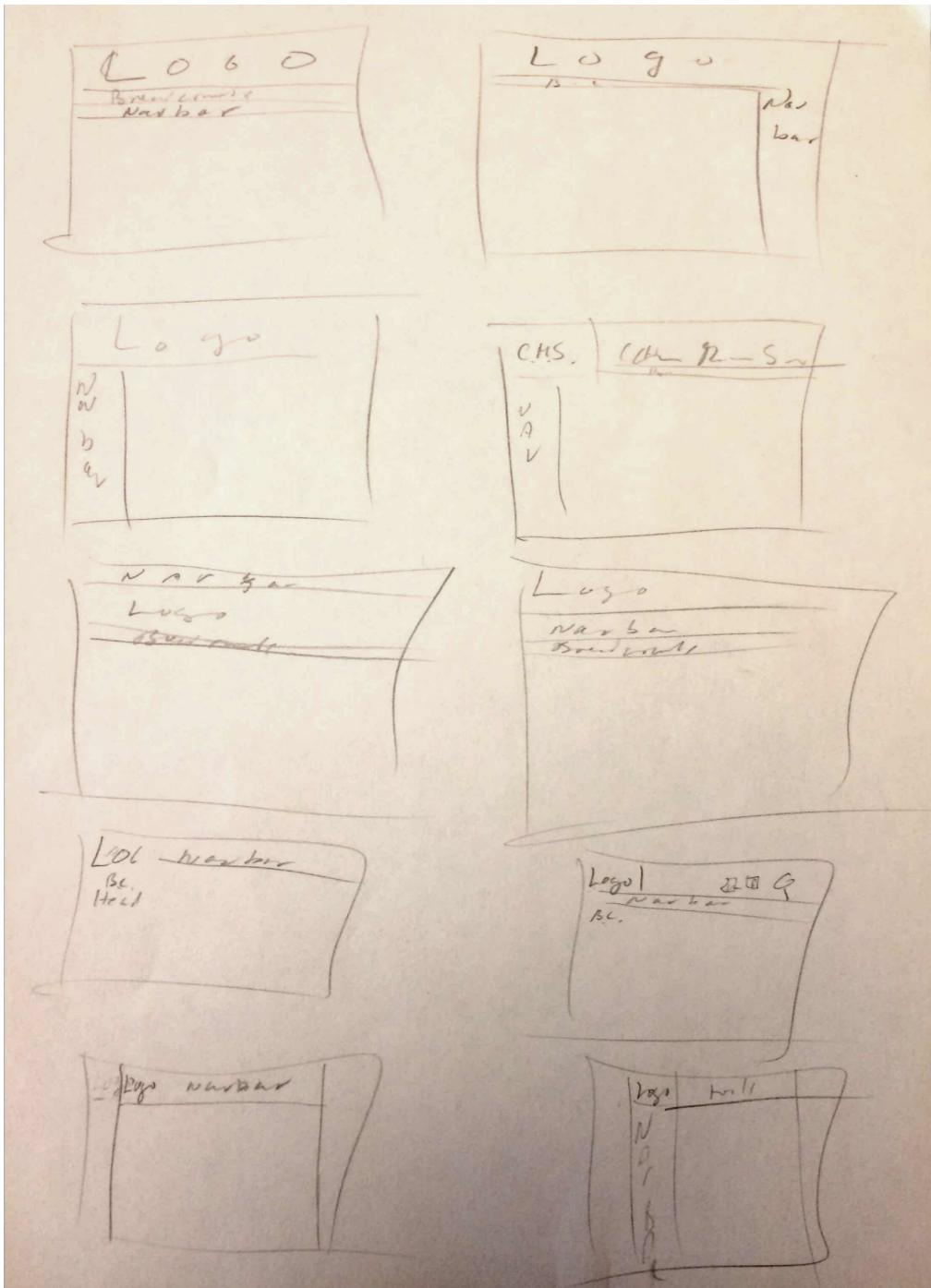
- Incorporates client content
- Forms logical structure of site
- Prepared in InDesign

Research and Analysis

→ Ideation and Design

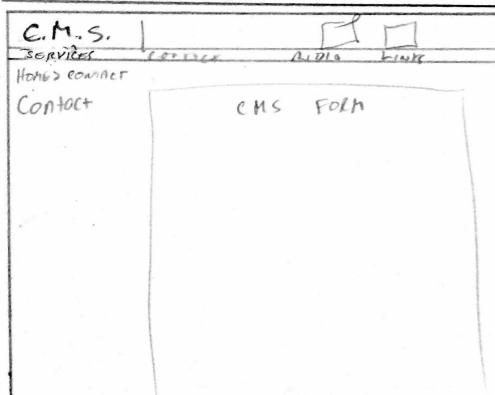
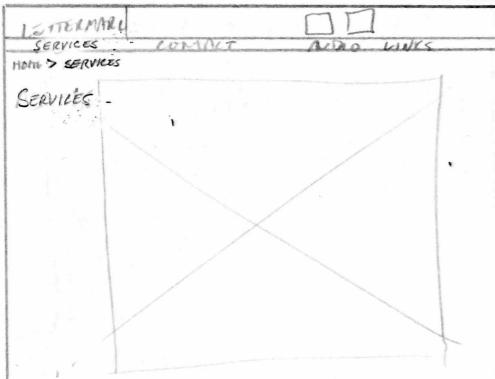
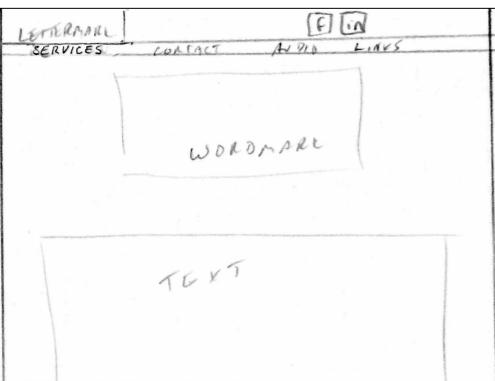
→ Coding

Thumbnails



- Start of ideation process
- 10 thumbnails of main page

Sketches

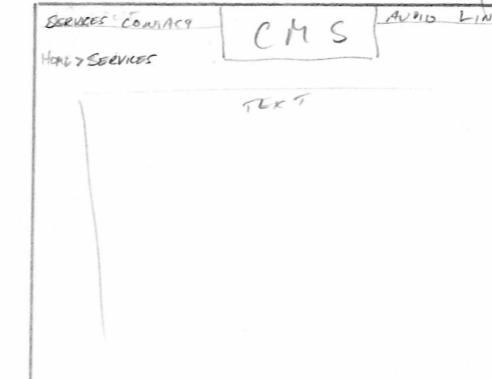


VIII

MAIN

subPAGE

FOLD

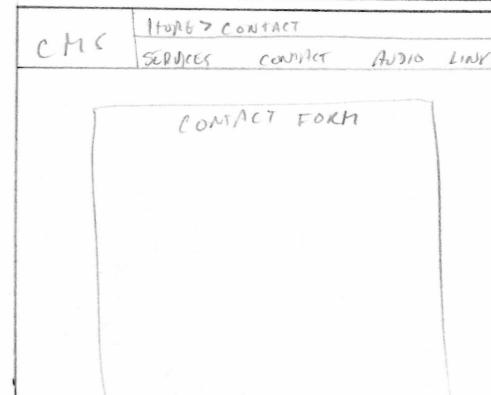
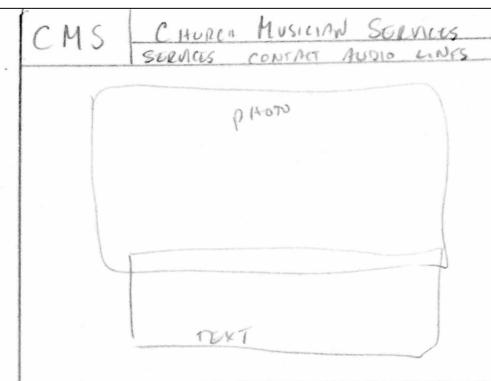


IX

HOME

subPAGE

CONTACT



X

Wireframes

A wireframe for a website page titled "Church Musician Services". The header includes a logo (GM initials), the name "Gregory Merlin", address "21 Caver Road Watertown, MA 02472", phone "857 891 5464", and email "gm@gregorymerlin.com". The main navigation bar has links for "Services", "Contact", "Audio", and "Links". The main content area features a large central box with the title "Church Musician Services" and a sub-section "Professional Interim and Substitute Church Musician". Below this is a large text block with placeholder text (Lorem ipsum). At the bottom, there is a footer section with a single line of text.

Wireframes for Church Musician Services Website

Subsidiary Page

C.M.S.

[Services](#) [Contact](#) [Audio](#) [Links](#)

Home > Services

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LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPISCING ELIT, SED DIAM NONUMMY NIBH EUISMOD TINCIDUNT UT LAOREET DOLORE MAGNA ALIQUAM ERAT VOLUTPAT. UT WISI ENIM AD MINIM VENIAM, QUISS NOSTRUD EXERCITATION ULLAMCORPER SUSCIPIT LOBORTIS NIL UT ALIQUIP EX EA COMMODO CONSEQUAT. DUIS AUTEM VEL EUM IRURE DOLOR IN HENDERIT IN VULPUTATE VEILT ESSE MOLESTIE CONSEQUAT, VEL ILLUM DOLORE EU FEUGIAT NULLA FACILISIS AT VERO EROS ET ACCUMSAN ET IUSTO ODO DIGNISSIM QUI BLANDIT PRAESENT LUPTATUM ZZRL DELENIT AUGUE DUIS DOLORE TE FEUGAIT NULLA FACILISI.

Page 2 of 3
17 April 2017



Gregory Merlin
21 Conver Rd
Weston, MA 02472
857.891.5494
gml@gregorymerlin.com

Wireframes for Church Musician Services Website

Forms Page

C.M.S.

[Home](#) > [Contact](#)

[Services](#) **Contact** [Audio](#) [Links](#)

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CMS Information (all fields required)

Your name

Church name

City/Town

State

Rhode Island

Massachusetts

Connecticut

Other

Telephone

E-mail

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Mockups

Mockups for Church Musician Services Website
Main Page

Gregory Merlin
21 Cover Road
Watertown, MA 02472
857.891.5484
gmr@gregorymerlin.com

C.M.S.

SERVICES CONTACT AUDIO LINKS

Church Musician Services
Professional Services and Education in Church Music

Welcome

Church Music Services is a full-service interim and consulting church musician business. We offer to churches of all sizes interim services as organist, choir director, music director or conductor. We also provide consultation on the musician search process, from defining needs, advertising, auditioning, interviews, advertisements and contracts to assisting with interviewing and auditioning processes.

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Page 1 of 3
26 April 2017

Mockups for Church Musician Services Website
Subsidiary Page

Gregory Merlin
21 Cover Road
Watertown, MA 02472
857.891.5484
gmr@gregorymerlin.com

C.M.S.

SERVICES CONTACT AUDIO LINKS

Services

I have worked as a church musician for over 30 years in Raymond and Belmont, Massachusetts, and have performed in many other churches throughout New England. I have had the opportunity to perform in many different settings, including church services, funerals, weddings, and other events. I have also performed in various capacities, including organist, choir director, and conductor. I have experience in working with various types of musicians, including amateur and professional musicians. I am currently available for performances, including organ, piano, and voice. I am also available for consulting services, including interim services, music direction, and music education. I am currently available for performances, including organ, piano, and voice. I am also available for consulting services, including interim services, music direction, and music education.

Available services include:

- Musical
 - Organist
 - Choir Director
 - Music Director
- Consultation
 - Organizing music and choir
 - Music direction and rehearsal
 - Music education

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Mockups for Church Musician Services Website
Contact Page

Gregory Merlin
21 Cover Road
Watertown, MA 02472
857.891.5484
gmr@gregorymerlin.com

C.M.S.

SERVICES CONTACT AUDIO LINKS

Contact

For immediate assistance for a substitute for a Sunday service, wedding or funeral, please call me on 857-891-5484. If there is no answer, please be sure to leave a message and you will be called back as quickly as possible.

For assistance with a long term interim situation, please complete the information form below.

Your name _____
Church name _____
City/Town _____
State
 Rhode Island
 Massachusetts
 Connecticut
 Other _____
Telephone _____
E-mail _____

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Research and Analysis

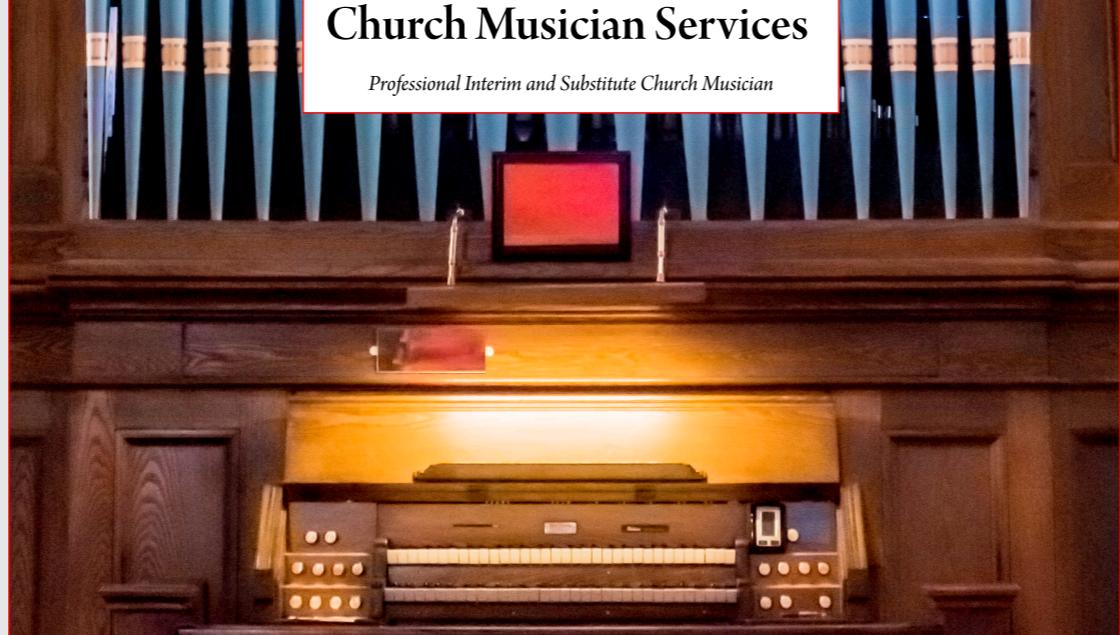
→ Ideation and Design

→ Coding

Mockup with Boxes

C.M.S.

SERVICES CONTACT AUDIO LINKS



Church Musician Services
Professional Interim and Substitute Church Musician

Welcome

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Testing

- OS: iOS, OS X, Windows 7, Linux
- Browsers: Safari, Firefox, Chrome

Problems/Lessons Learned

Design issues > coding issues.

Closer collaboration with client would have been better (were it possible): Same zip-code better than same time zone.

Where to go next

Demo to client

Add more content if client wants it

Go live!

