

# Church Musician Services

## Website Development Process

# Research and Analysis

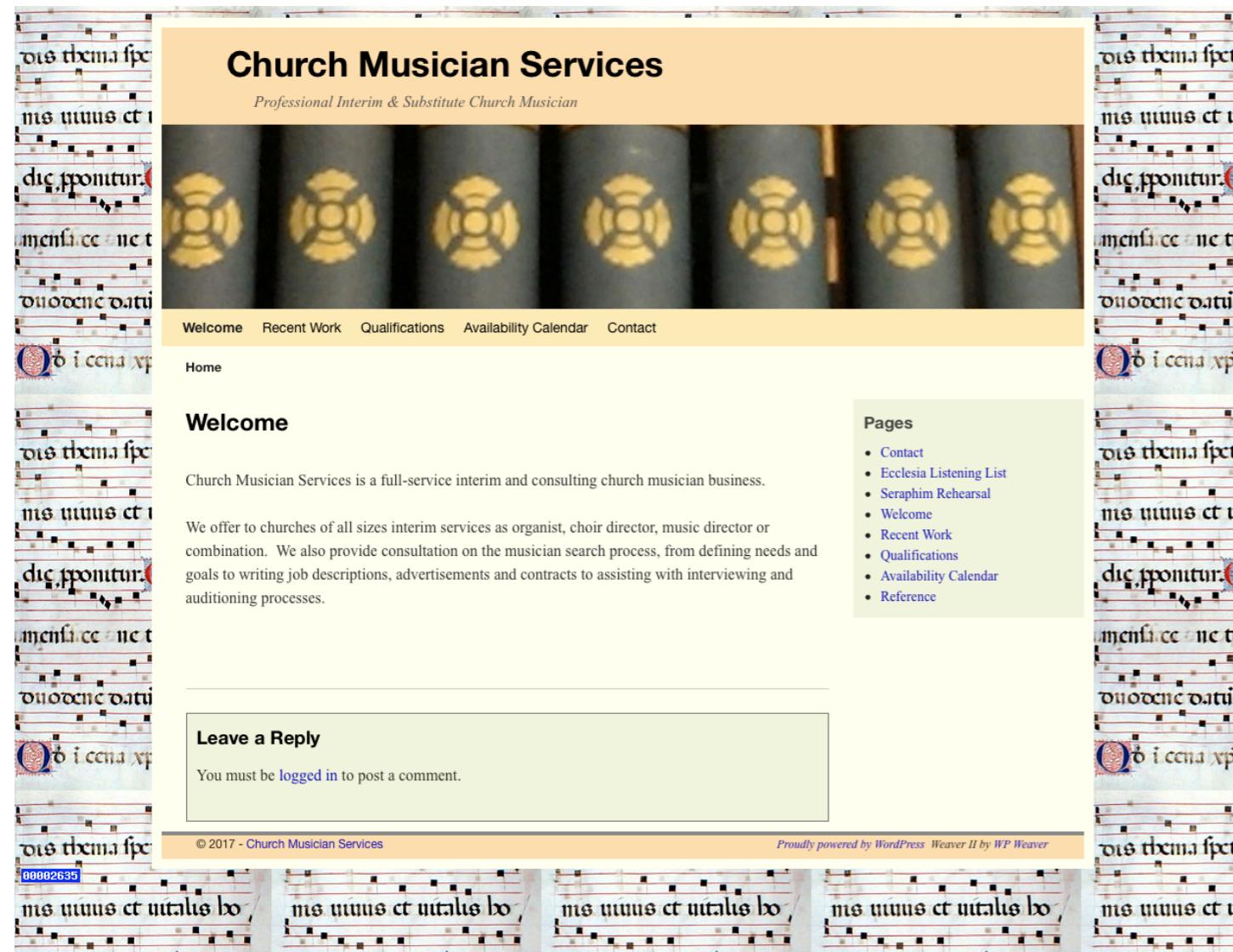
→ Ideation and Design

→ 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

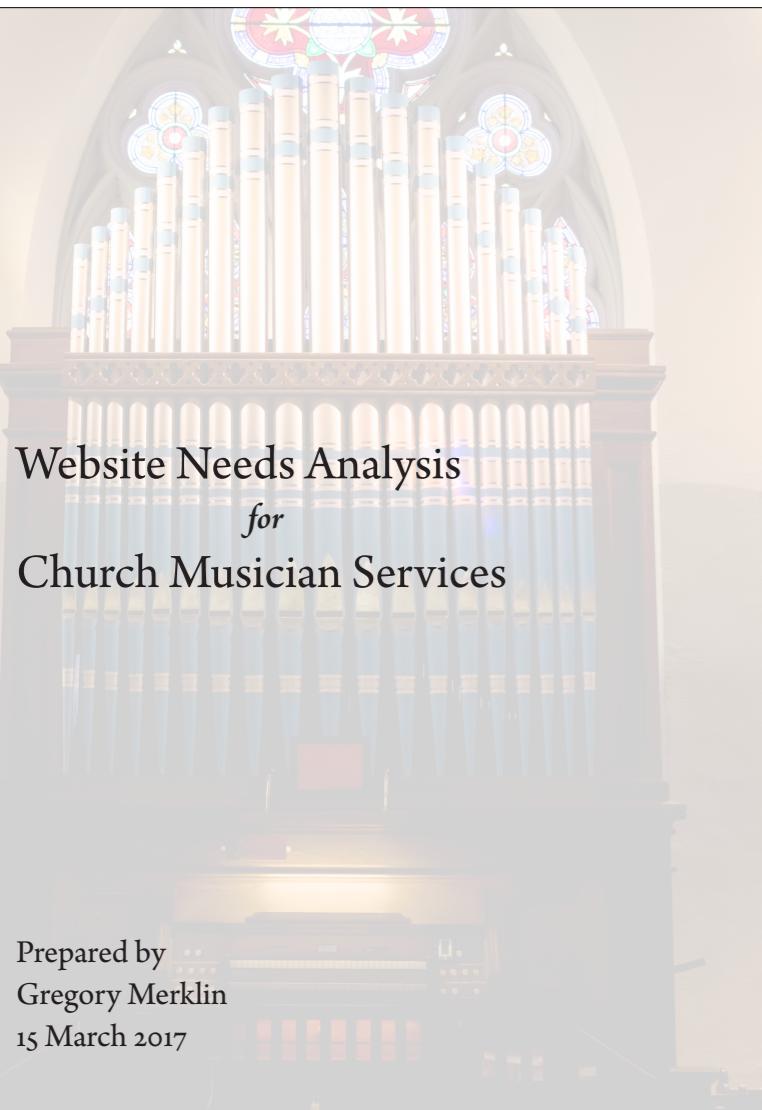


- Existing site provided basic content
- Built on WordPress

# 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

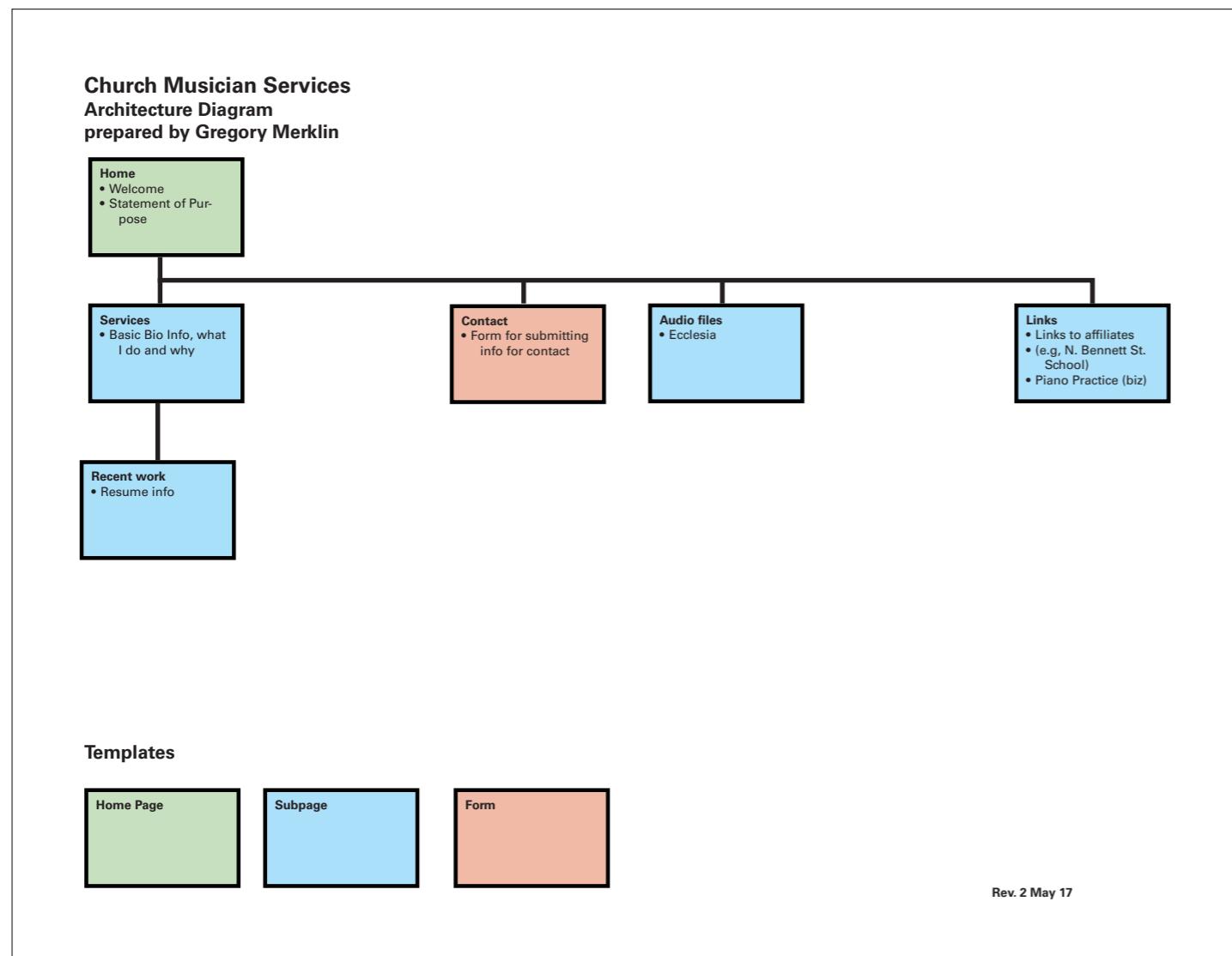
The website has been described both by the customers and by the owner as "dry", and "in need of refreshing". While it is not intended to be edgy or challenging, given the customer base, it does need to be made more accessible to a broader and younger demographic, which might entail including links to 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



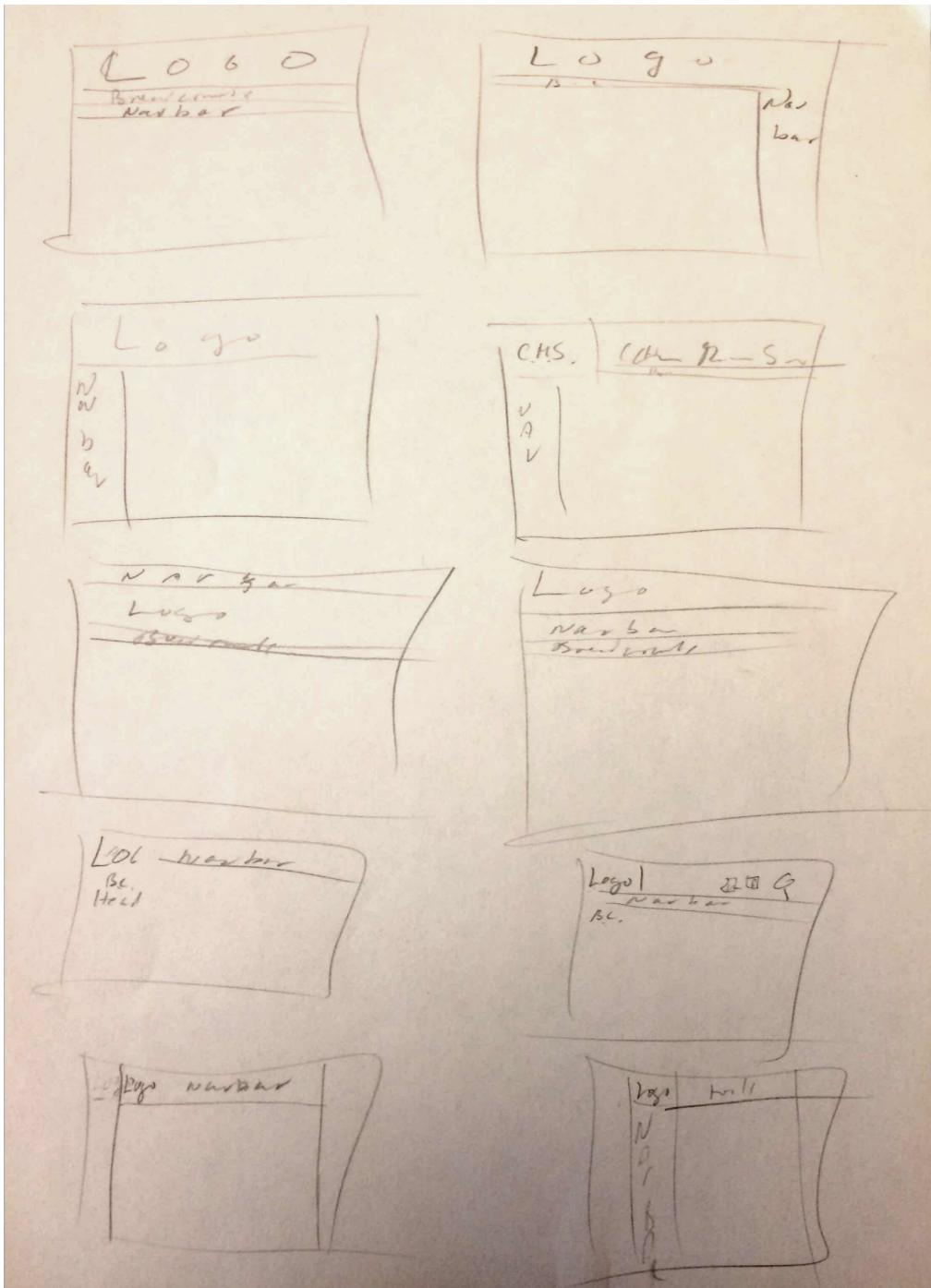
- Incorporates client content
- Forms logical structure of site
- Prepared in InDesign

# Research and Analysis

→ Ideation and Design

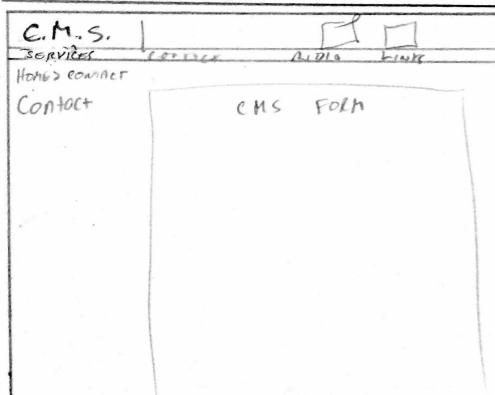
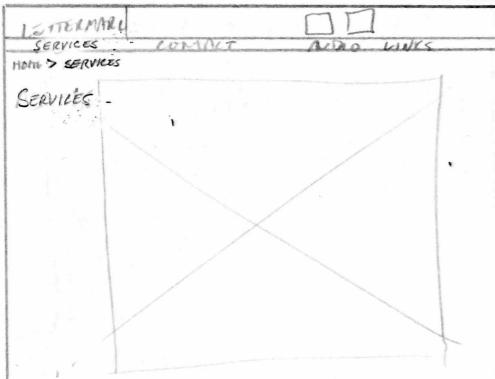
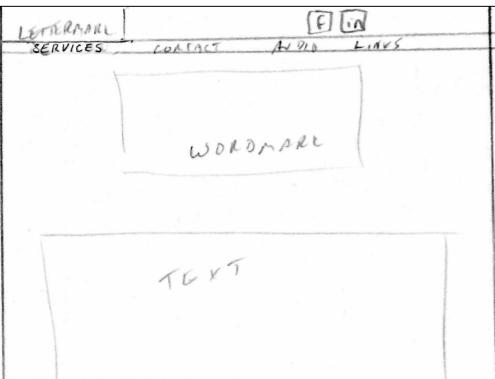
→ Coding

# Thumbnails



- Start of ideation process
- 10 thumbnails of main page

# Sketches

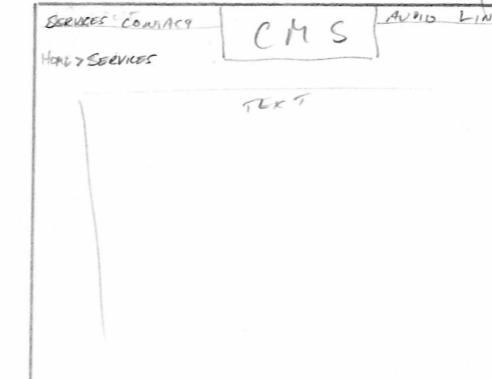


VIII

MAIN

subPAGE

FOLD

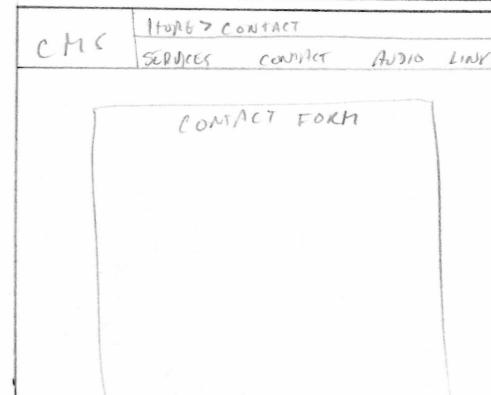
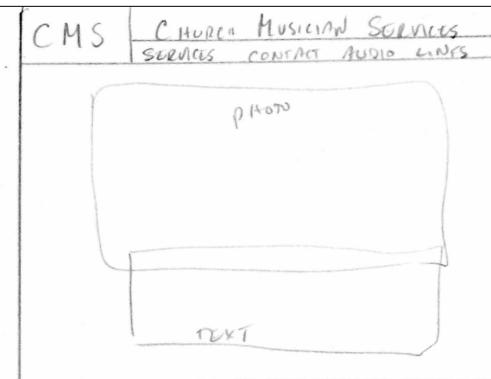


IX

HOME

subPAGE

CONTACT



X

# Wireframes

A wireframe for a website page titled 'Main Page' under 'Wireframes for Church Musician Services Website'. The header includes a logo (GM initials), name, address, phone number, and email. Below the header is a navigation bar with links: Services, Contact, Audio, and Links. To the right of the navigation are two small square icons. The main content area features a large gray rectangular background with a white central box containing the title 'Church Musician Services' and a subtitle 'Professional Interim and Substitute Church Musician'. Below this is a large text block with three paragraphs of placeholder text (Lorem ipsum). At the bottom of the page is a footer with a single line of text.



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## 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

# First Mockup

C.M.S.

SERVICES CONTACT AUDIO LINKS



## Church Musician Services

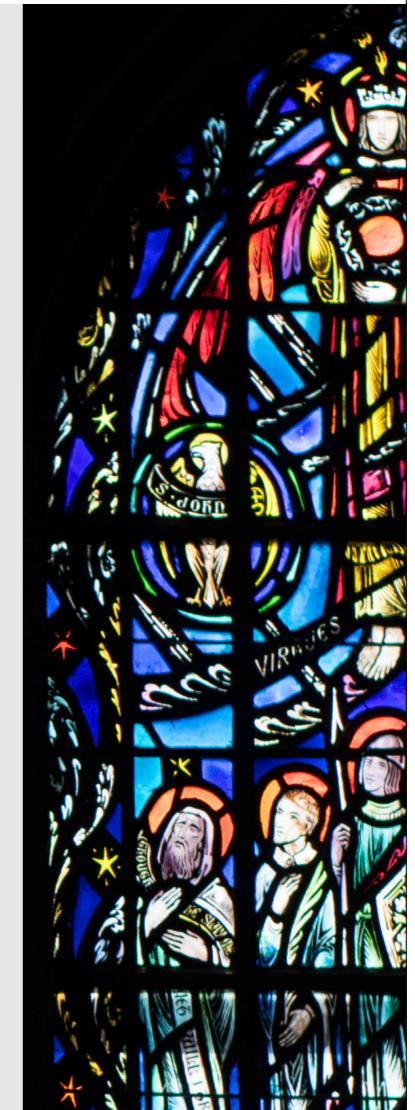
*Professional Interim and Substitute Church Musician*

### 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.

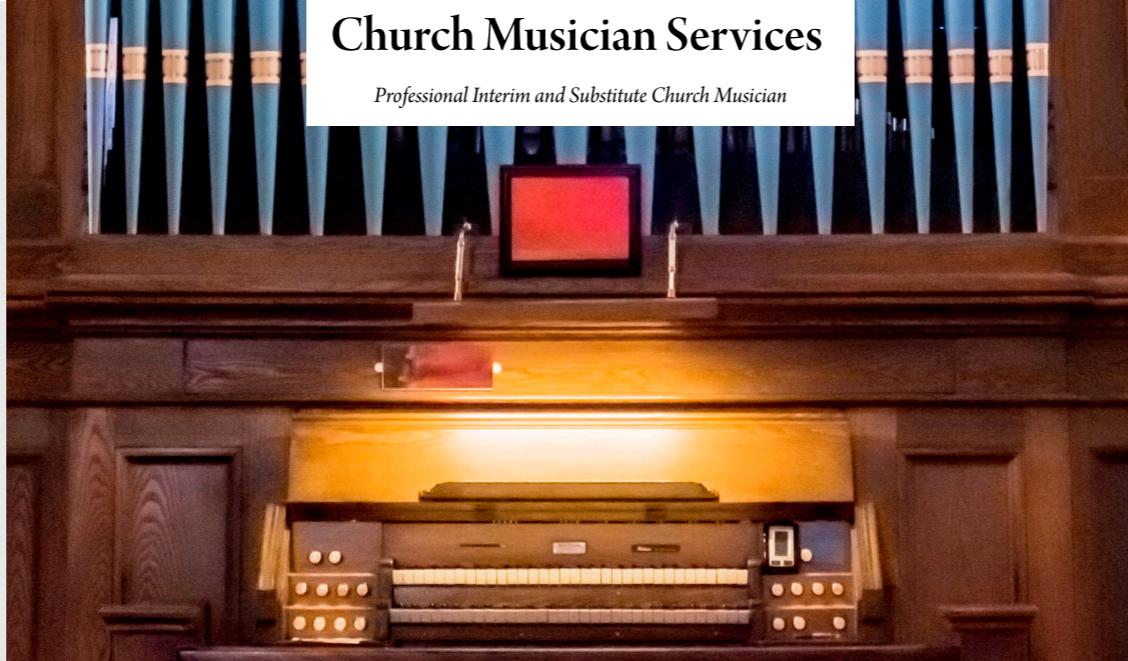
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# Final Mockups

**C.M.S.**

SERVICES    CONTACT    AUDIO    LINKS



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# Final Mockups

**C.M.S.**

SERVICES CONTACT AUDIO LINKS

HOME > CONTACT



**Contact**

For immediate assistance for a substitute for a Sunday service, wedding or funeral, please call me on 401-305-0077. 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

**Submit**

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**C.M.S.**

SERVICES CONTACT AUDIO LINKS

HOME > SERVICES



**Services**

▶SERVICES RECENT WORK



I have worked as a church musician for 30+ years in Episcopal and Roman Catholic churches in Rhode Island, Massachusetts, Connecticut, New Jersey and Alabama.

Musical leadership and education have been my strongest attributes in my jobs whether that was as an organist leading a congregation or directing parish choirs. With experience directing children and adults, parishes have experienced nearly seamless transitions and, when breaks have been abrupt, quick, enthusiastic resumption of normal choral activity.

Graduating with degrees in organ performance from the Hartt School of Music, University of Hartford (Bachelor of Music) and organ and church music from the Yale School of Music and the Institute of Sacred Music as well as many years of experience, I am comfortable with many varieties and styles of music.

In 2003, I began focusing on the interim niche of church work. Looking at the model of interim clergy, I discovered that very often poor or unsuccessful matches between church and musician were made when decisions were made too rapidly because of imminent need. By offering to a church a period to mourn (if needed), discern their needs and do a better job of preparing and promoting a job description allows them to call a musician better suited. I bring my experience and education as a resource to help parishes move to the next stage in their musical life. I also discovered that I truly enjoyed the challenges this sort of life presents as well as the joys of meeting new people and working with them.

Available services include:

**Musical**

- Organist
- Choir Director
- Music Director

**Consultation**

- Defining Needs and Goals
- Writing Job Descriptions, Advertisements, Contracts
- Assistance with Interviews and Auditions

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# Research and Analysis

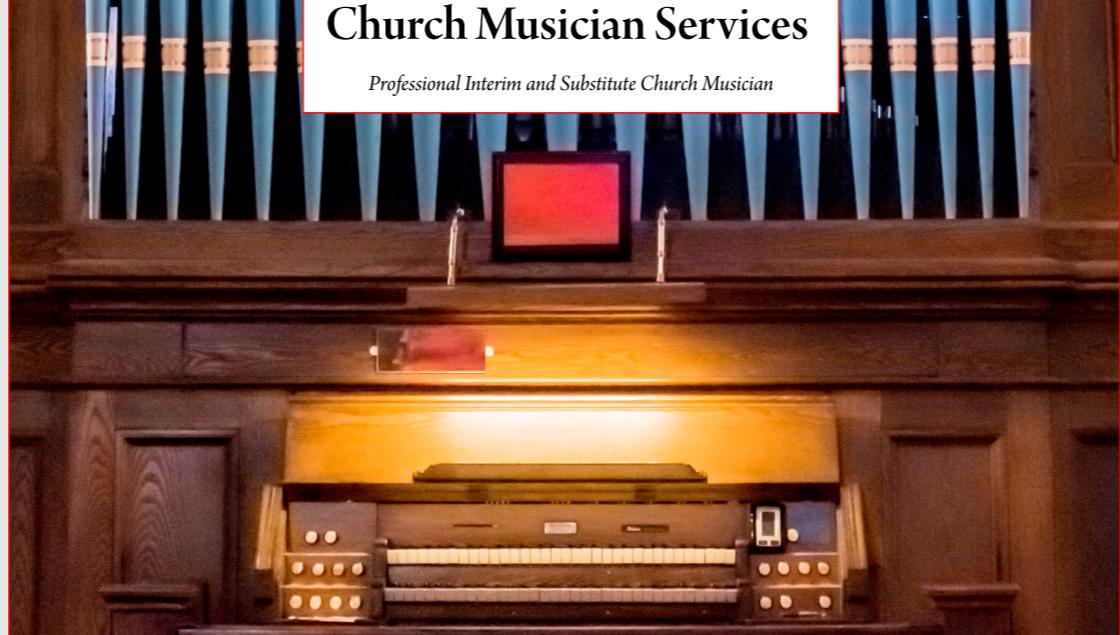
→ Ideation and Design

→ Coding

# Mockup with Boxes

C.M.S.

SERVICES CONTACT AUDIO LINKS



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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!