



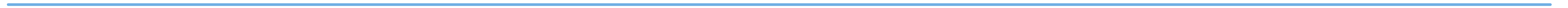
UNIVERSALIST UNITARIAN CHURCH OF HAVERHILL

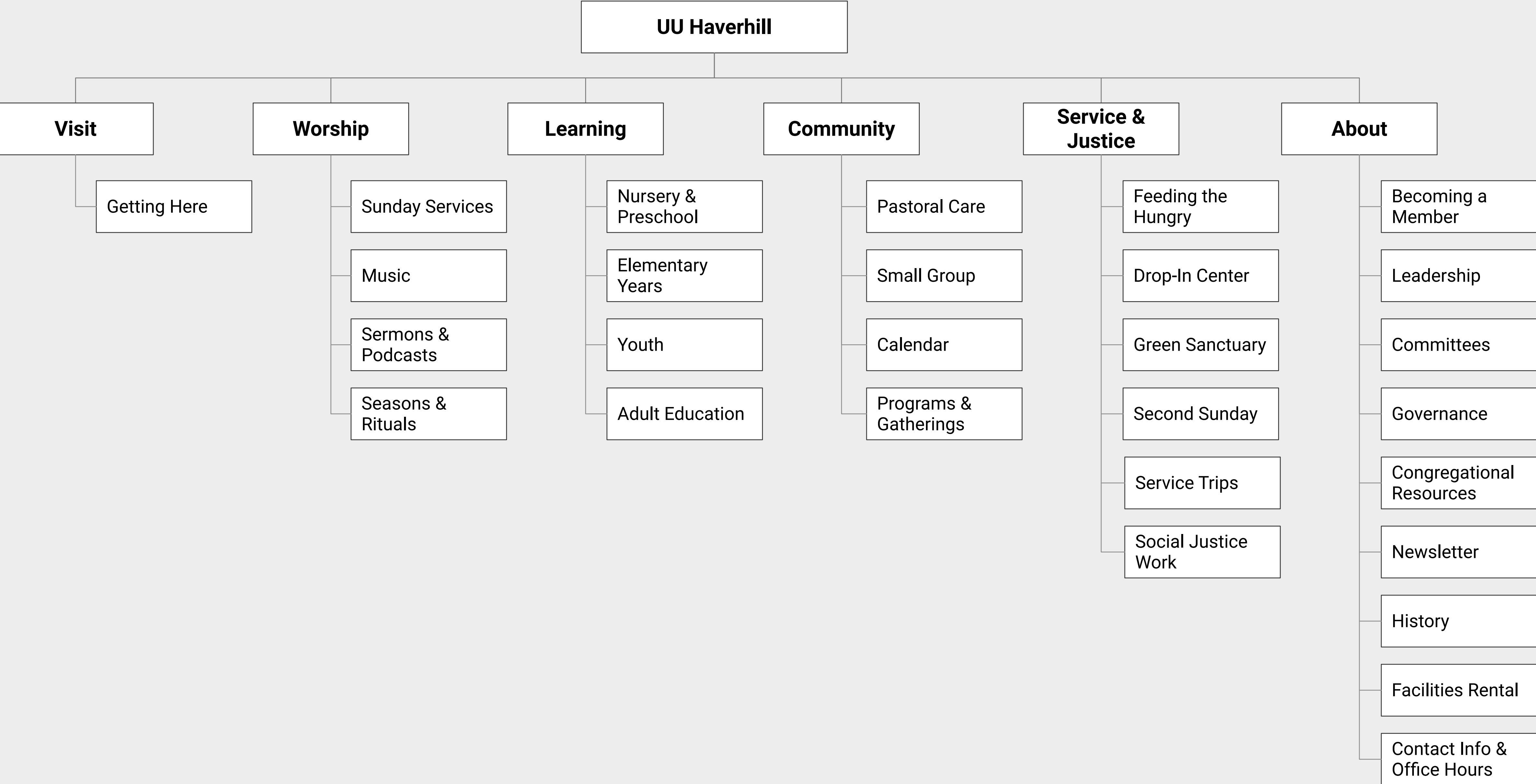
Website Refresh Project

A summary of audiences, tasks, desired impressions, and content/menu structures

Version: 1

Last Modified: Sun Nov 06 2016





1 New visitor, non-UU

- Do I want to audition this church?
- What is UU?
- What is the culture like?
- Is there sunday school? what's it teach?
- Who is the pastor? What are they like?
- Is there a choir?

2 New visitor, UU

- As above, minus "What is UU"
- What makes UUCH different from other nearby UU churches?
- What family/RE services are there? Who is the RE director and what are they like?
- What is there for adults to do? Adult RE?
- What's the music program like?
- Social justice? Community involvement?
- What's the shape of the year?

3 UUCH Members

- As above, minus "What is UU"
- Annual calendar
- Current events
- Newsletter & announcements
- Contact info for specific committees or people
- Sermons, Podcasts, monthly magazine

4 Community Program Clients

- Where to find the programs
- Hours of operation
- Where to enter
- Who to call

5 Event Visitors

- Parking info
- Location
- Map of building & grounds

6 Event Planners

- Facilities: Size, Capacity, Amenities, Availability, Cost, Parking, Map of building & grounds

Desired Reaction: cool, intriguing – “I’d like to check this place out”

Desired Impression: authentic, the progressive church of Haverhill

Key Attributes: Healthy, vital, young families & young singles

Faith Attributes: Multi-faith is a core value

Who won’t be comfortable here: Someone with very black & white worldviews