

The background of the slide is a blue sky with a large, bright white cloud at the bottom. The text is overlaid on a dark blue horizontal band.

**YAKU**

# Website Design & UX

**United Reformed Church x Yaku Labs**

**Version V 1.2**

Last Updated Friday, 11th December 2020

# CONTENTS

What we discovered

- 1 |** Overview
- 2 |** Your Goals
- 3 |** Research
- 4 |** Insights

What we created

- 5 |** Audience
- 6 |** Personas
- 7 |** Journeys
- 8 |** Concept

How it's made

- 9 |** Sitemap
- 10 |** Architecture
- 11 |** Considerations
- 12 |** Appendix



A stylized illustration of two hands holding a globe. The hands are rendered in various colors including blue, purple, red, and yellow, with thick black outlines. The background consists of abstract geometric shapes in shades of blue and purple.

1

# Overview

UNITED REFORMED CHURCH  
WEBSITE DISCOVERY

# Executive Summary

The URC secured Yaku Labs to help them understand how they should approach their next website. Our goal was to understand URC audiences, their goals and how we could streamline the current website to align better with them. We believe the purpose of the website should be to grow the URC community, support its development in faith and provide critical resources for those who need it.

The project deliverables were very clear:

- Clear user personas based on research and an understanding of what users want from the URC website
- Sitemap
- Information Architecture and basic wireframes
- Competitor analysis report
- Key insights report
- User journey analysis and report
- UX research presentation accessible to those with little or a lot of digital knowledge

We followed our four step process of initiation, discovery, development and finalisation. Initiation allowed us to establish the data and stakeholders we'd need access to. Following this we delved in deep into website traffic, we held two stakeholder sessions, designed and deployed two surveys resulting in over 130 responses, and undertook five 1-1 interviews with key stakeholders. The development process was designed to distill those insights into clear outlines which meet the project deliverables mentioned above. Finalisation is the last part of the project where we fine tune the report, present our findings to the URC.

There were two main challenges we faced, time and data. We would certainly liked to be able to spend more time with the data, with a more far reaching stakeholder engagement and access to deeper data. With that caveat we would suggest this report isn't consider the end of the conversation about the future of the website but it's beginning. We have suggested approach for this on the Considerations slide at the end.





2

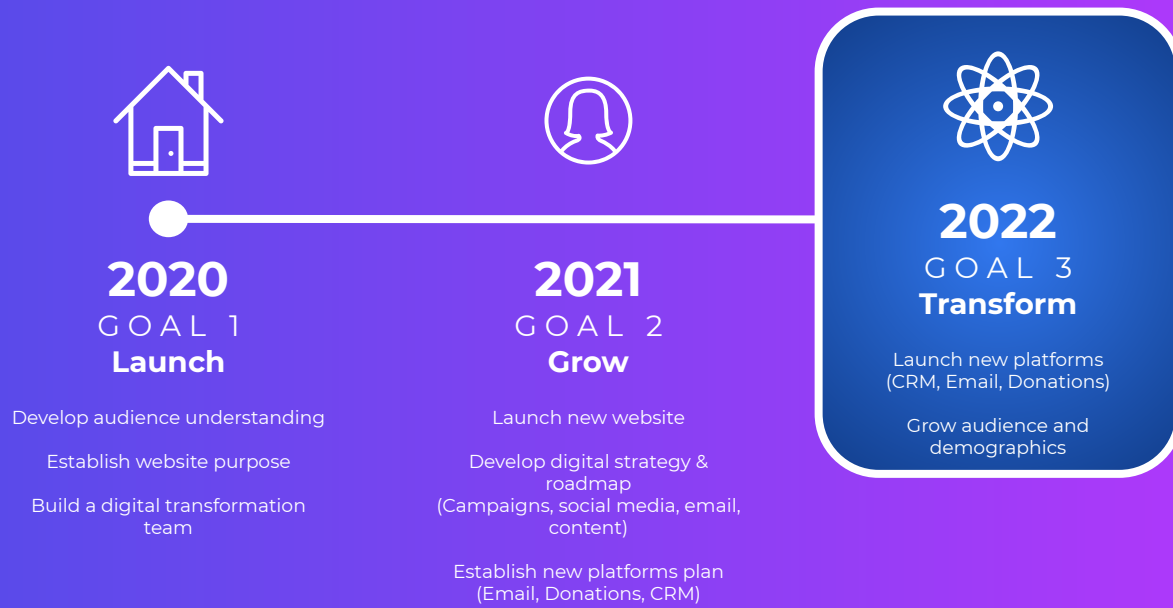
# Your Goals

UNITED REFORMED CHURCH  
WEBSITE DISCOVERY



# GOALS & ROADMAP

The website's purpose should be to provide curious members of the public and worshippers with engaging news and community activity to empower them to engage and grow their faith. While also providing faith leaders and volunteers with resources to help steward worshippers along with their faith. The website however is just the first step in a road toward transforming your organisation through the new digital reality. Here we suggest some goals and a draft roadmap to get you there.\*



*\*These are example goals to be built out in a digital strategy*



3

# Research

UNITED REFORMED CHURCH  
WEBSITE DISCOVERY



# Market Research

We looked at faith in the UK to gain a picture of the total potential audience the URC could be reaching and see how many people have made up their mind about religion or are open to discovery.

## Religious people are happier

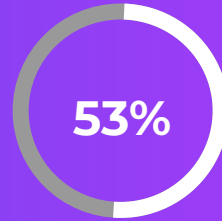
On average, Hindus scored a rating of 7.57 for happiness, followed by Christians at 7.47, Sikhs with 7.45 and Buddhist at 7.41

## 1% of young people

1% of young people identify as Church of England and atheism is growing, survey finds

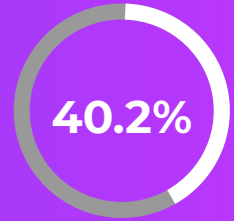
## 29%

Only 29% of Christians said they attend church or religious meetings once a month



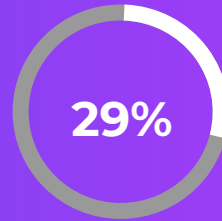
### Christians

53% of UK's population is Christian, while 6.2% belong to other religions



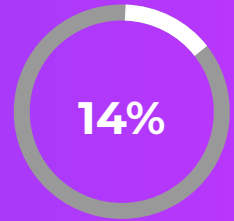
### Non-Religious

30.3% of UK's population are Agnostics, 9.9% Atheists



### Attendance

Only 29% of Christians said they attend church or religious meetings once a month



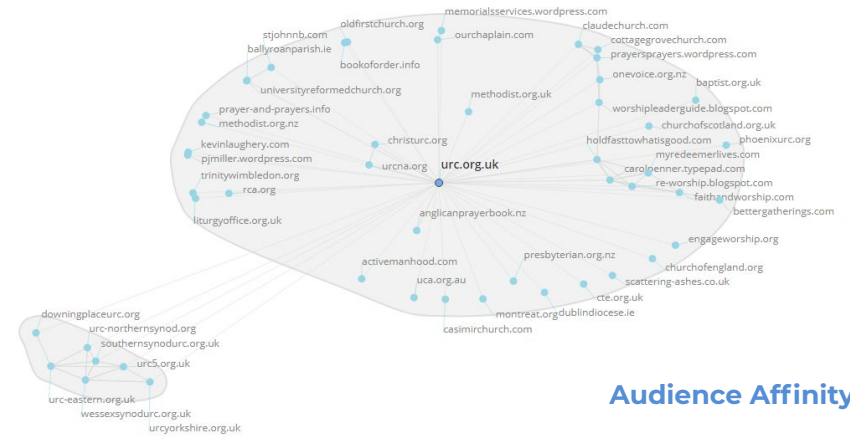
### Non-Religious

30.3% of UK's population are unsure of their belief in a higher spiritual power



# Meet Your Competitors

Here we highlight your online competitors these are created by analyzing your audience and looking at other sites in the same sector that has the same audience / similar demographic types



Audience Affinity

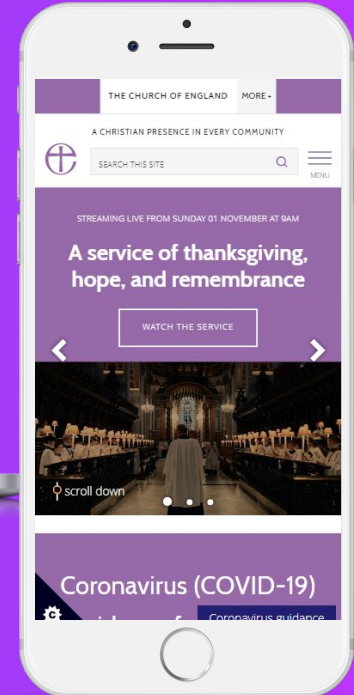
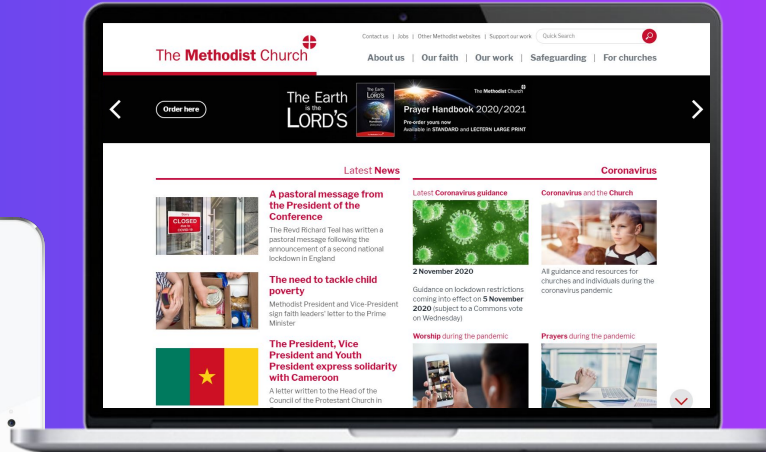
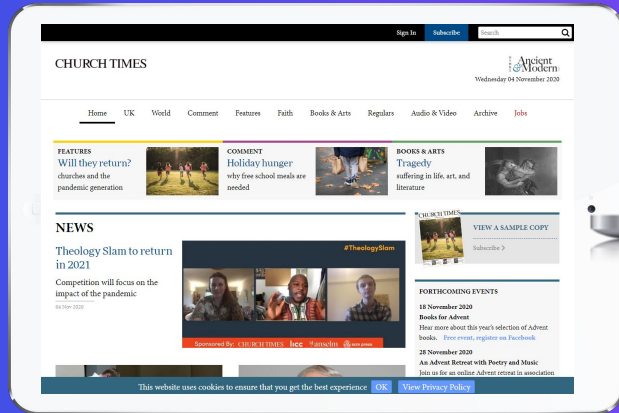
## Keyword map



SITE	GLOBAL RANK	TIME ON SITE	BOUNCE RATE	PAGE INTERACTIONS
<a href="http://churchofengland.org">churchofengland.org</a>	64,678	02:08	60.00%	3
<a href="http://churchtimes.co.uk">churchtimes.co.uk</a>	405,738	01:49	79.30%	1
<a href="http://methodist.org.uk">methodist.org.uk</a>	504,647	01:24	82.40%	1
<a href="http://yourchurchwedding.org">yourchurchwedding.org</a>	1,197,106	01:26	60.00%	1
<a href="http://urc.org.uk">urc.org.uk</a>	5,221,009	02:16	57.06%	2

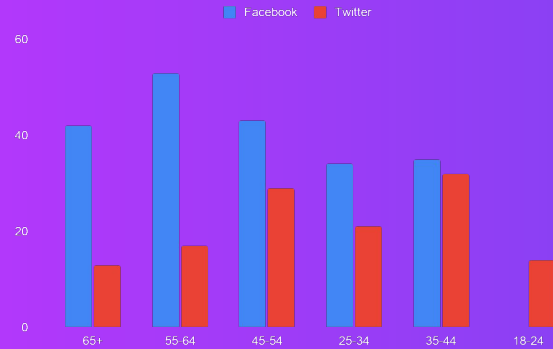
# Competitor Sites

We've highlighted below a number of different sites from the competitor analysis and what they look like, these could be a good source of inspiration when looking at reach, pull and content strategy as to what drives traffic to these sites.

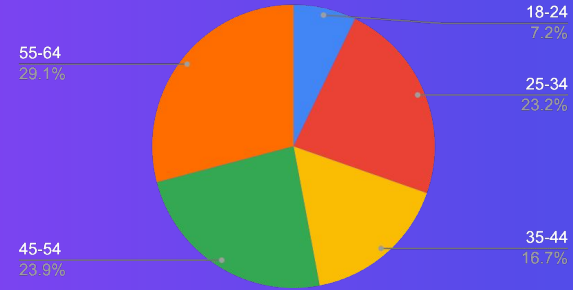


# Current Site - Demographics

Here we highlight the key demographics of your current website users. These help build out the audience groups as well as inform how content should be pivoted. While older audiences make up the bulk and are best served by Facebook you can clearly see younger audiences are big group for the future and lean more to Twitter.



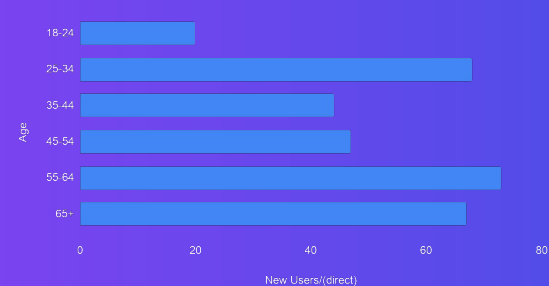
## Age



## Gender



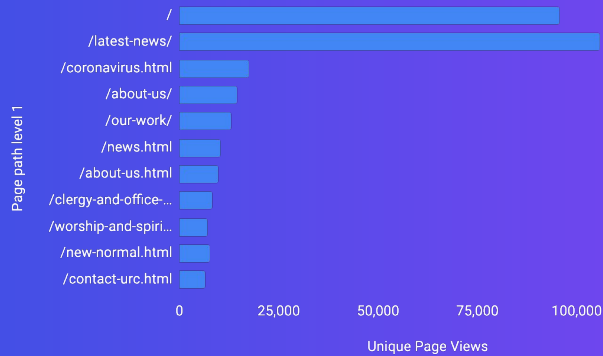
## New Users (direct) vs Age



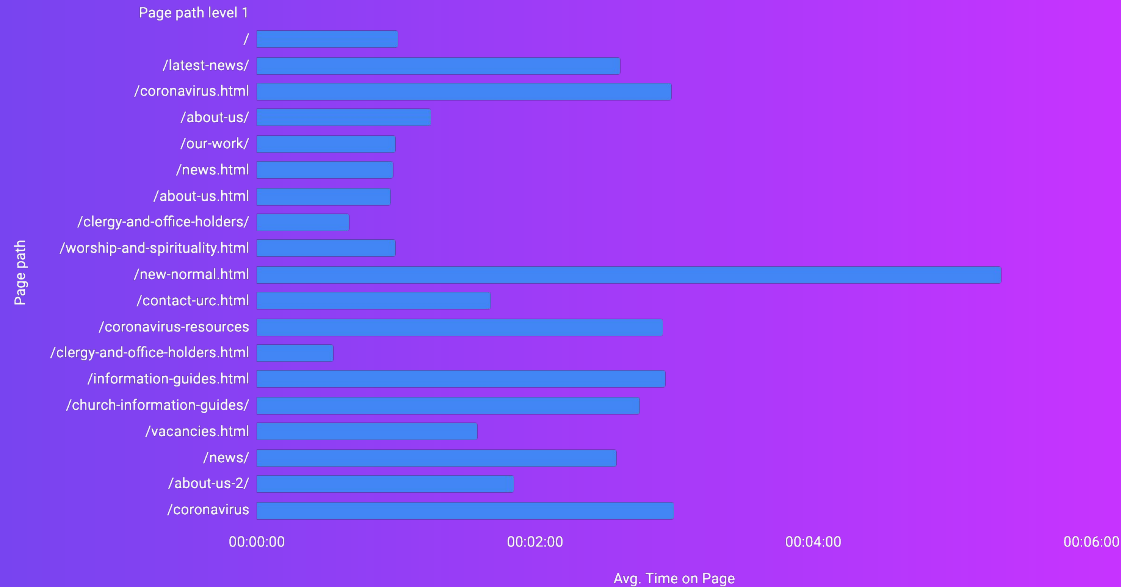
# Current Site - Content & User Goals

Delving deeper into content you can see clearly what users are most interested in. News and current information play a significant role. Something also to note is the relationship between social media and the website. A stand out insight is website sessions that come from YouTube have the highest average session duration. Video is clearly important for all websites but this a key insight to explore in your content strategy.

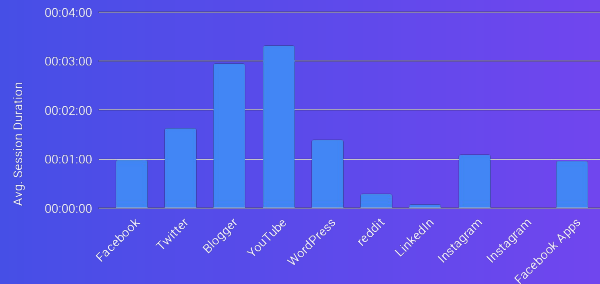
## Unique Page Views vs Page path level 1



## Avg. Time on Page vs Page path level 1



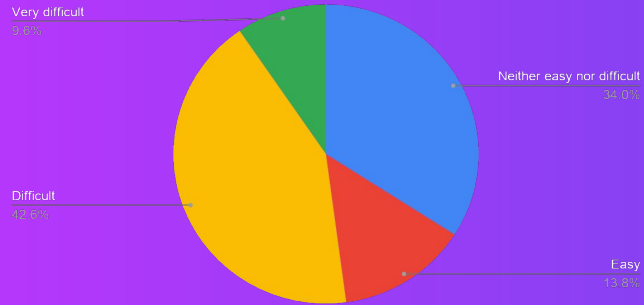
## Avg. Session Duration vs Social Network (Referrals)



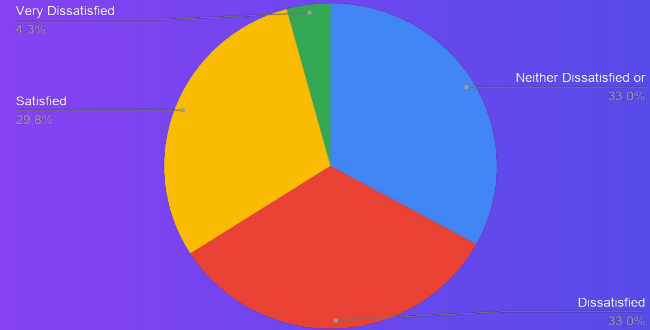
# User Research - external survey highlights

The clear message is despite good traffic those coming to the site can't find the content they're looking for easily and do not enjoy using the site.

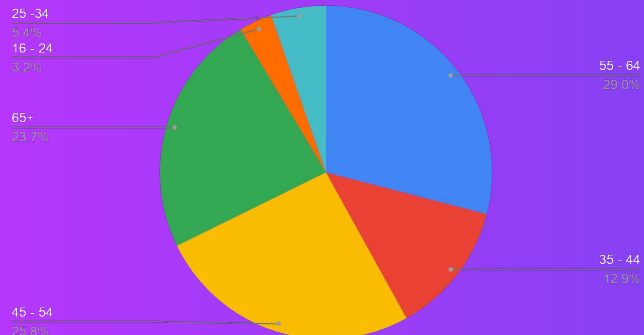
How easy has it been to navigate the website and find what you're looking for?



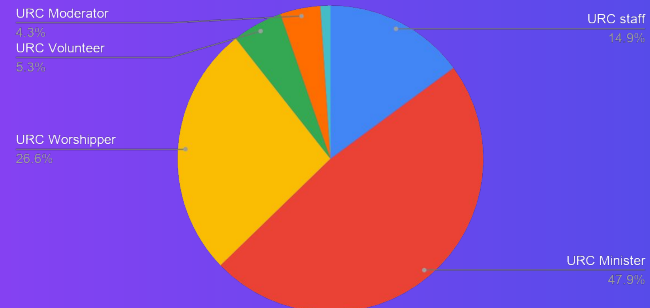
How would you rate your experience overall using the site?



Which age bracket do you fit into?



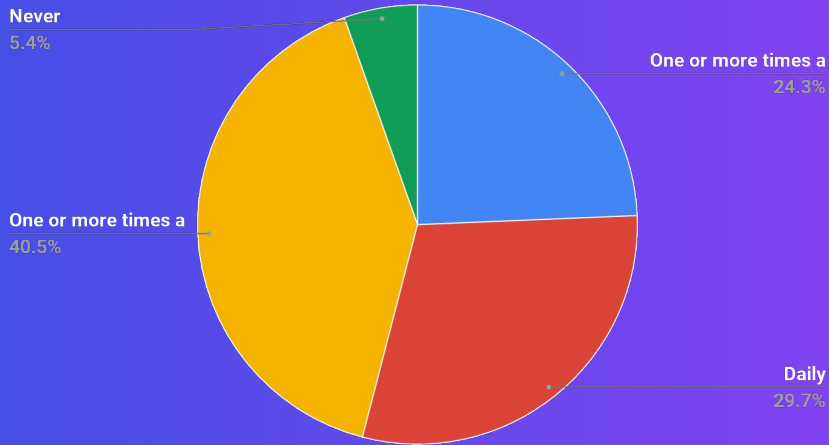
Tell us about yourself, which of the following options best describes you?



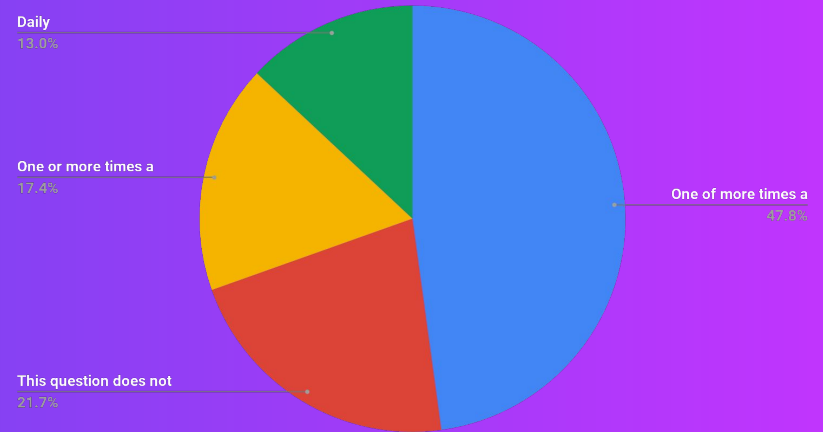
# User Research - internal survey highlights

A key challenge the URC faces is siloed website content management coupled with no overarching editorial governance. As we've seen this leads to a clunky user experience which doesn't serve URC audience goals or enrich their experience of the church online. A crucial element to the future of the website is ensuring those involved in its management are part well supporting, operating across teams, and represented in the digital or content planning team.

How often do you use the website to help you with your work?



How often do you or your team contribute content or documents to the website?

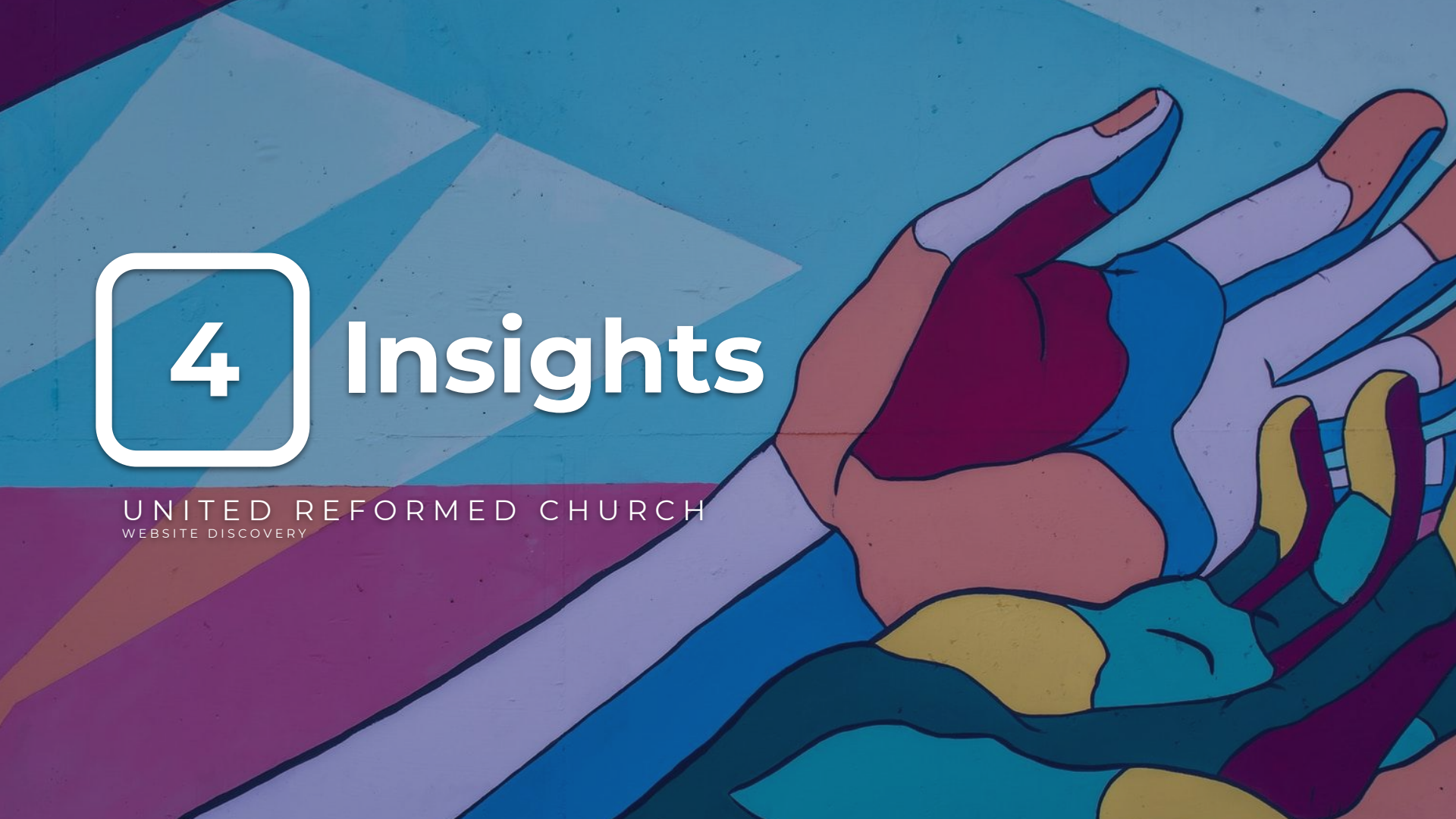




4

# Insights

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WEBSITE DISCOVERY



# Competitor Analysis

Analysing your site against those of your competitors we can see there are some gaps in your keyword optimisation for search engine, scope for more incoming referrals and a need to create and engage with new types of content.

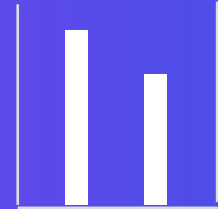
## Key Takeaways

- A new website needs to make better use of low competition easy to rank keywords to draw in users
- URC should target Church of England and the Methodist Church' referral sites for content promotion to get more traction
- A content strategy will be needed to continue to provide site growth
- Church weddings are a potential source of traffic



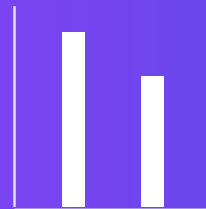
## 737 Keyword Gaps

There are 1300 keyword opportunities on the site 389 are easy to rank keywords 17 are buyer keywords



## 42 > 10 Avg Engagement

Compared to the methodist church URC.org scores 10 points on engagement versus their 42



## 513 > 203 Referral Sites

Compared to the methodist churches 513 URC.org has 203 referral sites redirecting users



# Current site

Analysing your site we can see a number of stand out reasons to change or adapt to better fit the goals and audiences that are using it.

## Key Takeaways

- **Target more woman and young people**
- Content that's working such as news needs more focus
- **Social media presents a real opportunity, in spreading the word and bringing highly engaged traffic to the site**
- The goals that people have clearly played out with the content they consume on the site
- The barriers that need to be overcome are content discovery, relevance and navigation
- **Facebook for older people, Twitter for younger, both for news**
- Content should be mobile friendly
- New users 25-34 area growth demographic and need further attention
- **Organic search is nearly 50% of what drives users to the site, SEO optimisation is crucial to maximise rankings**
- YouTube is the stand out social channel for providing engaged users to the site
- Contextual content like Coronavirus advice is crucial to growing site traffic

# Stakeholder session insights

Distilling down the 1-1 and stakeholder sessions we can see some keen insights that your next website will need to address.

## Key Takeaways - 1-1 interviews

- **The website should be a source of inspiration and information**
- News content, including campaigns, should be central to the site
- **Social media needs to be ramped up, campaign, news focused and integrated**
- The URC brand should be clear, story orientated, homepage should be uncluttered
- Content should be dynamic, less word heavy, more visually focused and engaging
- Menu options should be greatly streamlined, focused on audience goals and easy to use

## Key Takeaways - stakeholders

- **The site should be designed as part of a wider user journey and audience touch points**
- Resources and documents should be clearly signposted, discoverable and up to date
- Events and community engagement should be highly visible
- The site should support faith discovery and development
- **User should be able to donate easily or find other ways to engage with the URC**
- The site should have a modern and flexible CMS
- Staff training, support and a clear content governance are strongly required
- The search should work as expected

A stylized illustration of two hands, one larger and one smaller, holding each other. The hands are rendered in various colors including blue, purple, red, and yellow, with bold black outlines. The background consists of abstract geometric shapes in shades of blue and purple.

5

# Audience

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WEBSITE DISCOVERY

# Total Available Market

This represents everyone you could potentially reach, everyone who is likely already being reached by another service or competitor and who you should target for maximum effectiveness. It's important to understand the total available market and served market as these are people you can draw into your website, but your target market is who you should invest time and resources creating content for.

## Total Available Market

### Non Religious

30.3% Agnostics  
9.9% Atheists

Also includes Served and Target Markets

## Served Market

### Non URC Affiliated

53% Christian

### Non Christian Religious

6.2% other religions

## Target Market

### Curious

% of 30.3% Agnostic  
open to Christianity

### Worshippers

### Providers



# Audience Groups

We've broken your target market down into three overall audience groups to more effectively target web services and functions. Each group contains within specific personas to help tailor content. This articulates relationships not order importance or hierarchy of the audience groups.



## Curious

Of the agnostic population those curious are your future audiences, they are people you should be helping to empower to become worshippers

## Worshippers

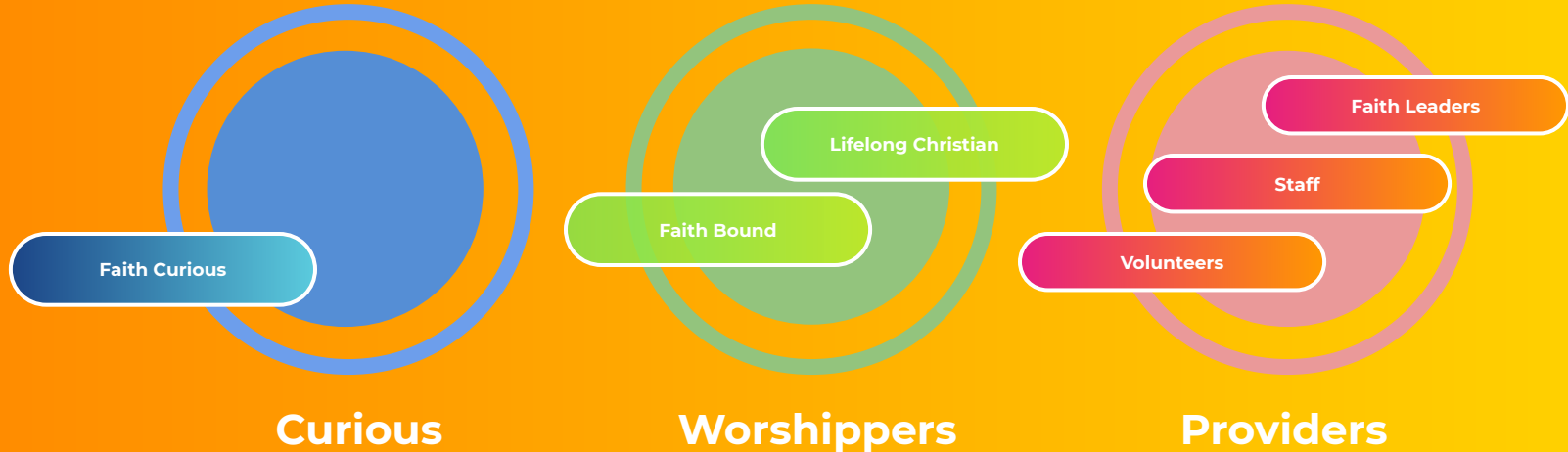
Your current audience can largely fall into the groups of Worshippers and Providers. Providers create and inspire worshippers to develop their faith

## Providers

We feel there is a lot of potential to target a curious group of people interested in faith, but not actively engaging with your website.

# Groups + Personas

We've broken your target audience down into three master groups, with sub groups to more effectively target web services and functions. Your current audience can largely fall into the groups of Worshippers and Providers.



We've kept a single persona in curious as this is a future target audience and it may be best to be hyper focused around content creation on a specific persona and than try and accommodate too many people

We've grouped providers together to show how different resources and information will need to be provided. Volunteers for example will need different, but overlapping resources to Ministers

# Audience Goals

We've mapped your master groups over key goals, based on how important they are to them.





6

# Personas

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WEBSITE DISCOVERY





# Drew

Faith Curious

## ABOUT

 Age 18-24

 Gender 56% Male

44% Female

## MOTIVATIONS

Idealistic, socially conscious, individualistic, anti-corporate, speak their minds

## ENGAGEMENT CHANNELS

 Facebook

 Twitter

 Instagram

## GOALS

 News

 Connections

 Build Faith

 Information

## BARRIERS

Prefers social media over websites, seeks individuality, requires a digital first brand and experience

## DEVICES

 Desktop

 Mobile

 Tablet



# Jack and Mary

Faith Bound

## ABOUT

 Age 25-54

 Gender 52% Male

48% Female

## MOTIVATIONS

Socially conscious, Cares about family,  
Nature Orientated

## ENGAGEMENT CHANNELS

 Facebook

 Twitter


 Instagram

## GOALS

 News

 Connections

 Build Faith

 Information

## BARRIERS

Lacks time of day, requires more concise  
information, likely to drop off if not  
presented with accessible information

## DEVICES

 Desktop

 Mobile

 Tablet



# James

Lifelong Christian

## ABOUT

 Age 54+


 Gender 60% Male


40% Female


## MOTIVATIONS

Socially conscious, Cares about family,  
Nature Orientated


## ENGAGEMENT CHANNELS

 Facebook

 Twitter

 Instagram

## GOALS

 News

 Connections

 Build Faith

 Information

## BARRIERS

Non Digital native, less outspoken, more  
likely to leave site than try and find  
solution

## DEVICES





# Rev John

Faith Leader

## ABOUT



Age 25-54



Gender 52% Male

48% Female

## MOTIVATIONS

Sharing knowledge and stewarding people along with their faith, being a figurehead in the community

## ENGAGEMENT CHANNELS



Facebook



Twitter



Instagram

## GOALS



News



Connections



Build Faith



Information

## BARRIERS

May not traditionally learn towards a digital first personality, will often have a specific way of doing things

## DEVICES



Desktop

Mobile

Tablet



# Staff

Faith Driver

## ABOUT



Age 25-54



Gender 52% Male

48% Female

## MOTIVATIONS

Socially conscious, cares about the organisation, wholesome, physically active, likes community groups

## ENGAGEMENT CHANNELS



Facebook



Twitter



Instagram

## GOALS



News



Connections



Build Faith



Information

## BARRIERS

Will have specific needs unique to their role, not all staff will be digitally savvy

## DEVICES



Desktop

Mobile

Tablet



# Volunteer

Passionate Do'er

## ABOUT

 Age 54+

 Gender 52% Female

48% Male

## MOTIVATIONS

Socially conscious, Cares about family,  
Nature Orientated

## ENGAGEMENT CHANNELS

 Facebook

 Twitter

 Instagram

## GOALS

 News

 Connections

 Build Faith

 Information

## BARRIERS

Non Digital native, less outspoken, more  
likely to leave site than try and find  
solution

## DEVICES



A stylized illustration of two hands holding each other. The hands are rendered in various colors including blue, purple, red, and yellow, with thick black outlines. The background consists of abstract, overlapping geometric shapes in shades of blue and purple.

7

# Journeys

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WEBSITE DISCOVERY

# Overall Customer Journey

Below is a suggested customer journey we have designed for you, showing how personas will come from a source to achieve their goals, where they will land and how they can get there in three clicks.



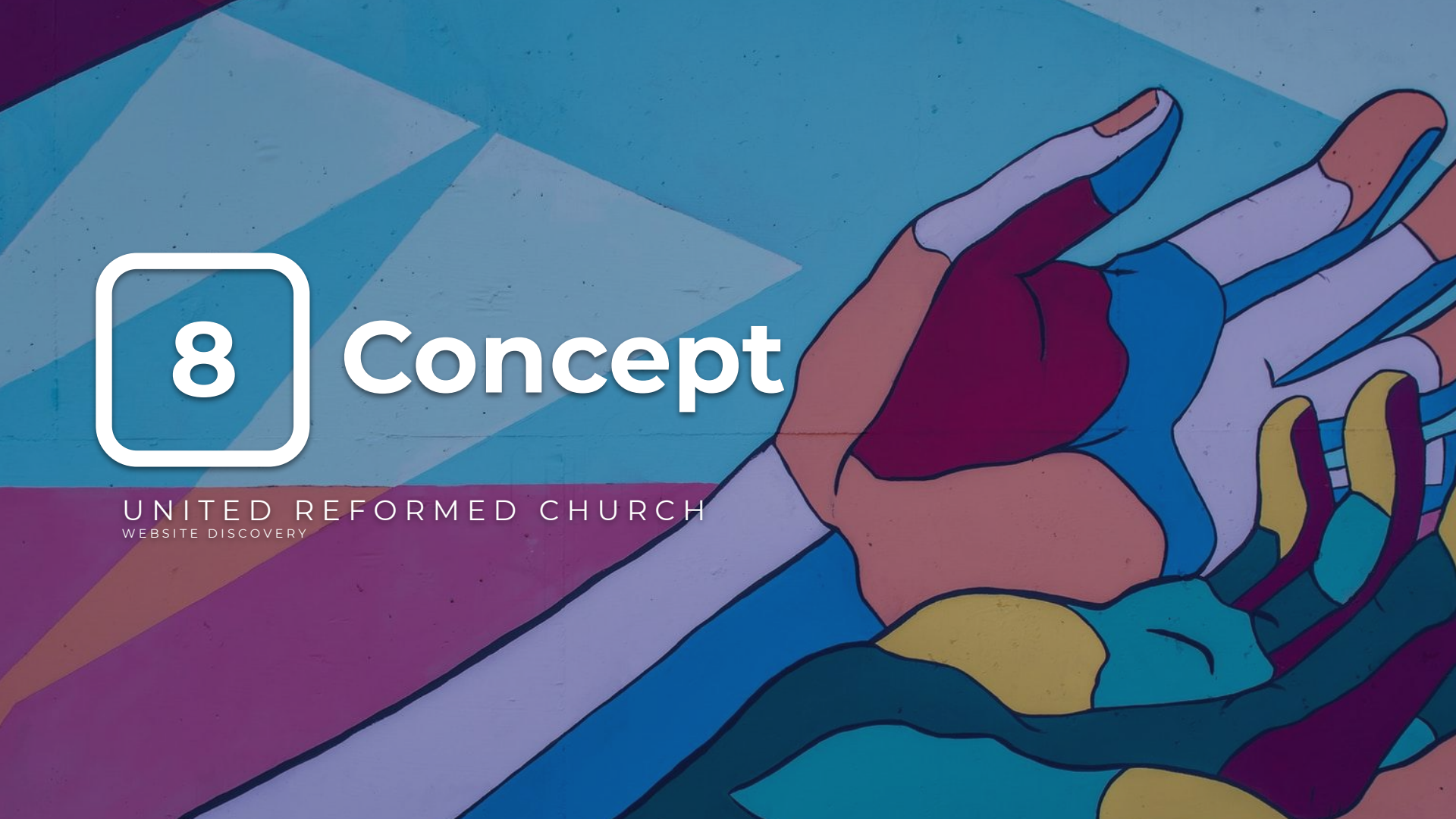




8

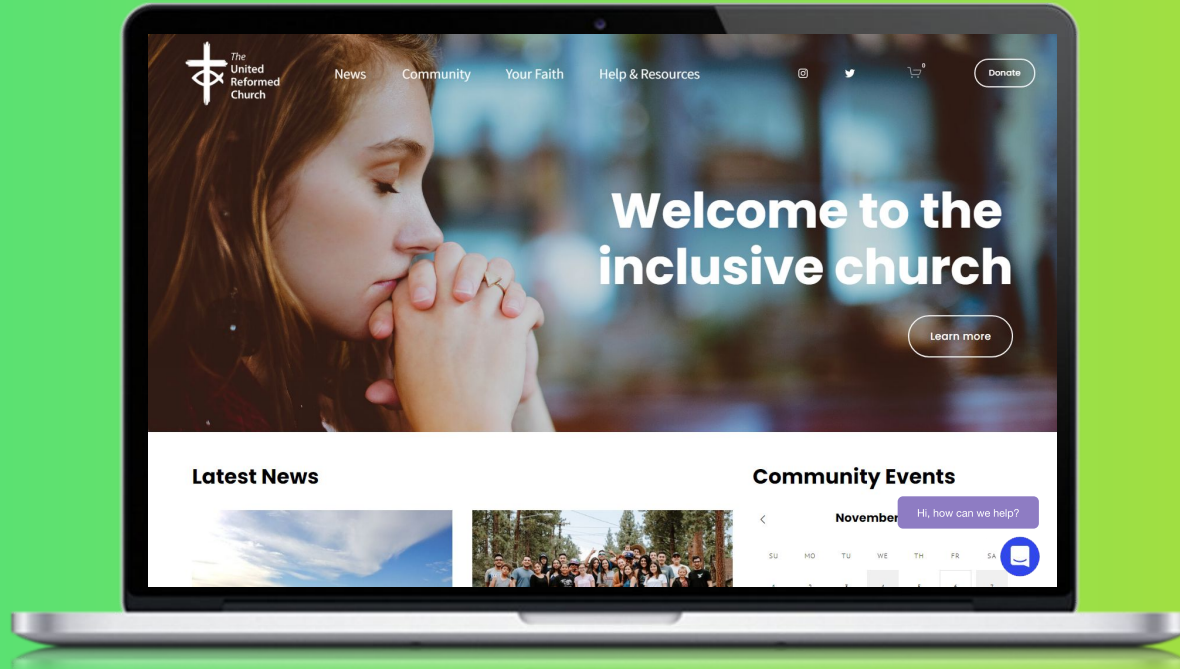
# Concept

UNITED REFORMED CHURCH  
WEBSITE DISCOVERY



# Concept

In this section we focus on initial concepts to show how all the research and discovery, with audience personas and web journey can come together. Please note these are not indicative designs we would suggest for the website. You should take an iterative approach to designing and building your website using key audience groups to iterate and test what works to get the best result.



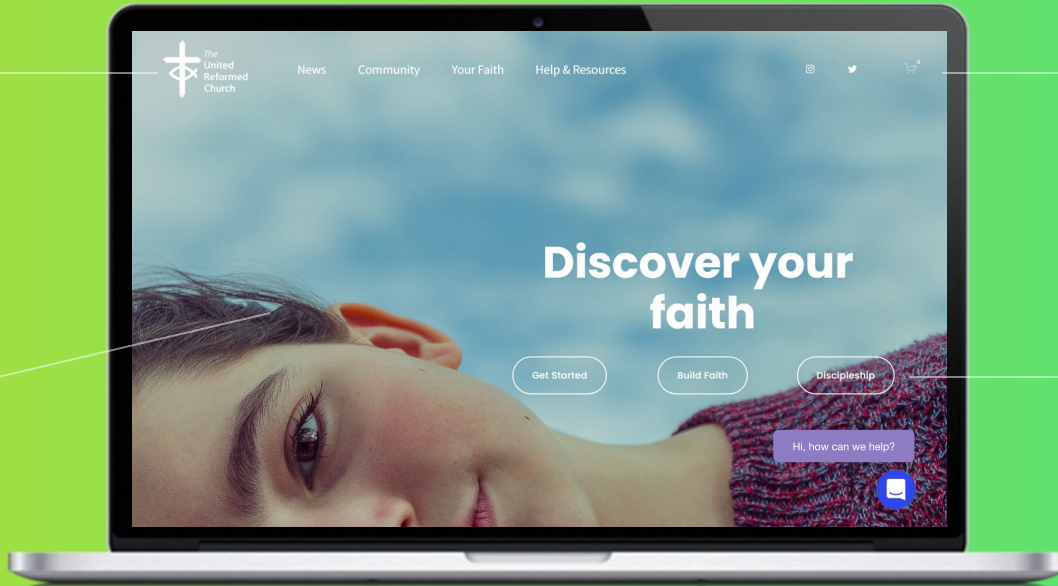
# Brand & Design

## VALUES

Make sure the site speaks to your values of inclusiveness, openness and an exciting warm connection with faith

## VISUAL

Mix up your navigation with words, icons and buttons to ensure the design is clean. Preference big images where topical information is not needed



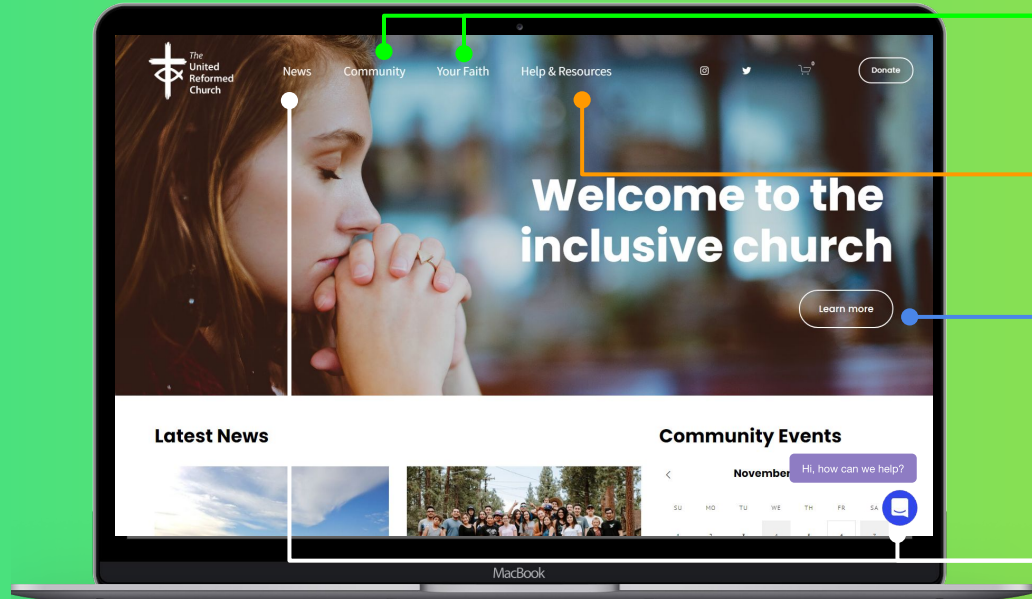
## NAVIGATION

Keep navigation simple, 3-4 words. Humans are at their best when presented with 3 pieces of info, use this to ensure your site is clean

## FLUID

Good navigation is about understanding how people arrive as well as what they do when they get there, you should think about more landing pages to promote as well as the homepage

# Audience Led Design



## Worshippers

Build your communities with a dedicated section, to show all the churches, groups and what is going on. Allow people to grow their faith with a clear section dedicated to your faith

## Providers

Help & Resources represents your knowledge base, it is the place to go if you have any question or need resources

## Faith Curious

Prioritise those who do not know you, find key brand narrative buzzwords and construct a tagline and use that to help people connect with you

## Everyone

A chatbot can really change the way people engage with you, it can be linked to your site to provide automatic response to questions, based on index news and knowledge base articles, it can also adapt over time as results are proven accurate

# Navigation

We prioritised the researched goals of your audience to create a streamlined navigation where more content is designed into the narrative of the homepage and discoverable by simple navigating and a chatbot.

Scrolling  
↓

## Top Navigation

News

Community

Your faith

Help & Resources

## Topics Carousel

About URC:  
The Inclusive Church

Issue/ promotion 01

Issue/ promotion 02

## Section 2

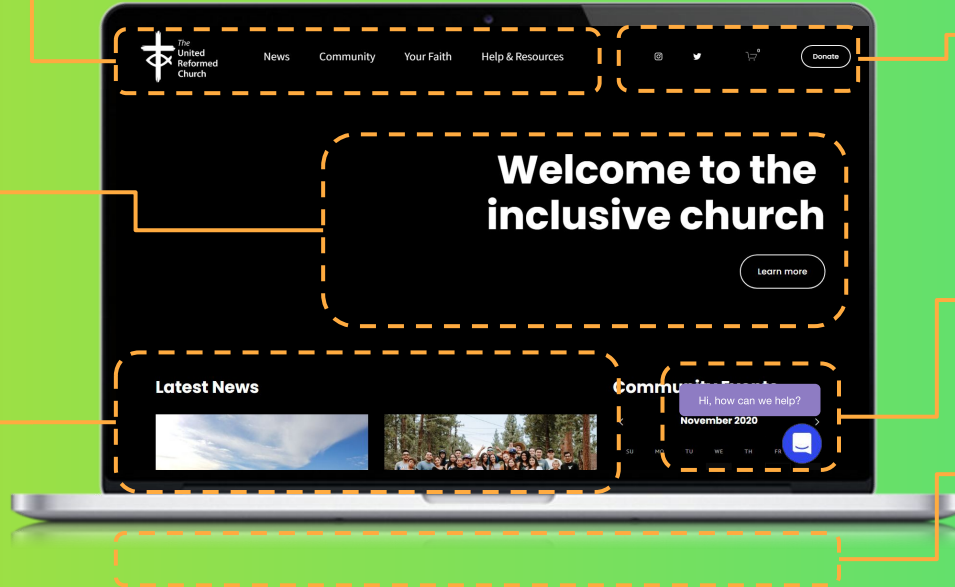
News & Events

Exclusive Content & Media

## Section 3

Discover URC

Newsletter sign-up



## Sub Navigation

Social Links

Shop

Donate

## On Screen Widgets

Chatbot

## Footer

Sitemap

Shop

Media Centre

Contact Us

Privacy Policy + Cookie  
Policy

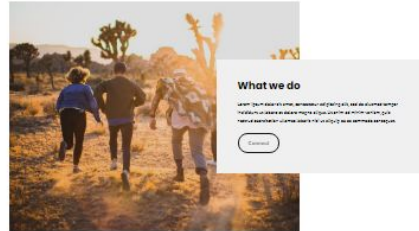
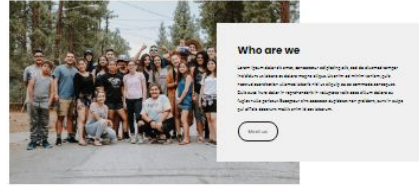
# New Audiences

It's really important to understand how you explain who you are, what your about and what you do to new audiences clearly. Even if they are not a big user at the moment, if your goal is to grow your users and members you won't be able to do this if you site does not engage new audiences



## Curious

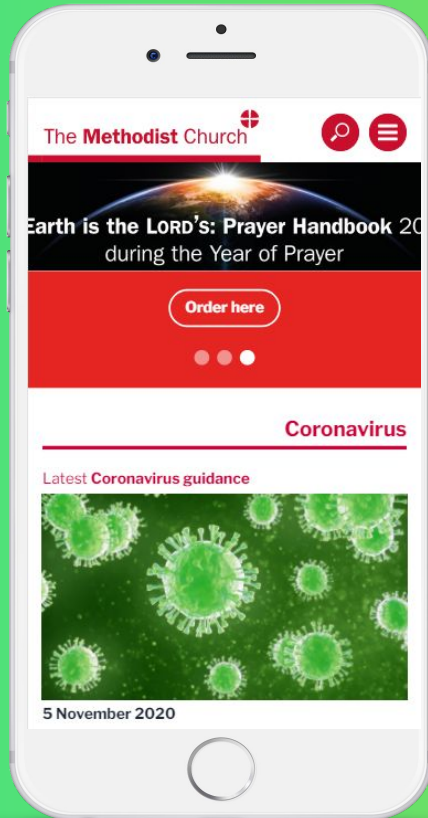
The curious audience group will need a place to go to clearly understand the URC. Here we've highlighted a demo page narrative to show how you can clearly show Who you are, what your values are, what you do, and what steps people can do to get involved.



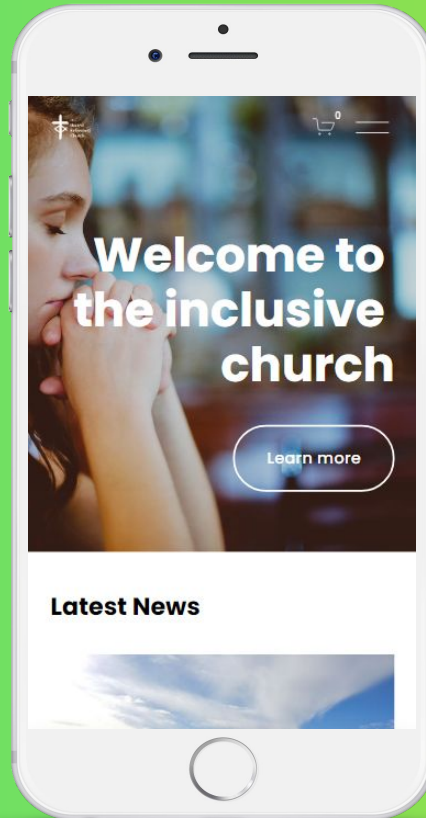
# Stand Out

While there is a lot of inspiration you can take from your competitors site, it's also important to make sure you stand out. With Christianity shrinking in the UK you can't necessarily rely on other Christian sites for design, instead you will have to appeal to a younger more open audience who've not made their mind up yet.

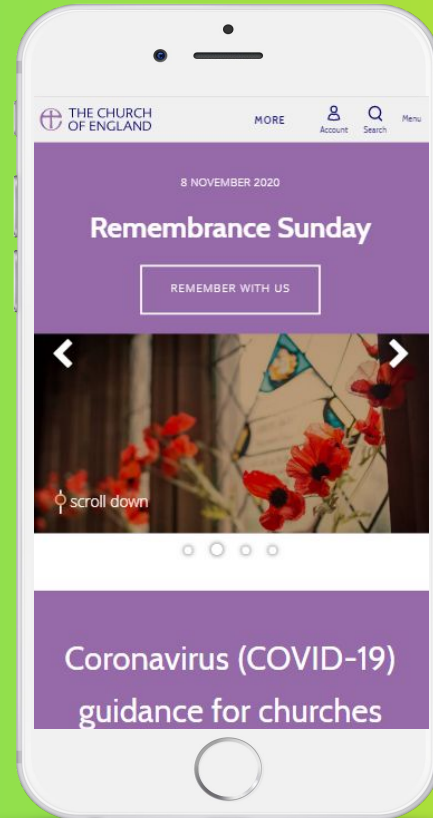
Your Competition



Suggestions



Your Competition

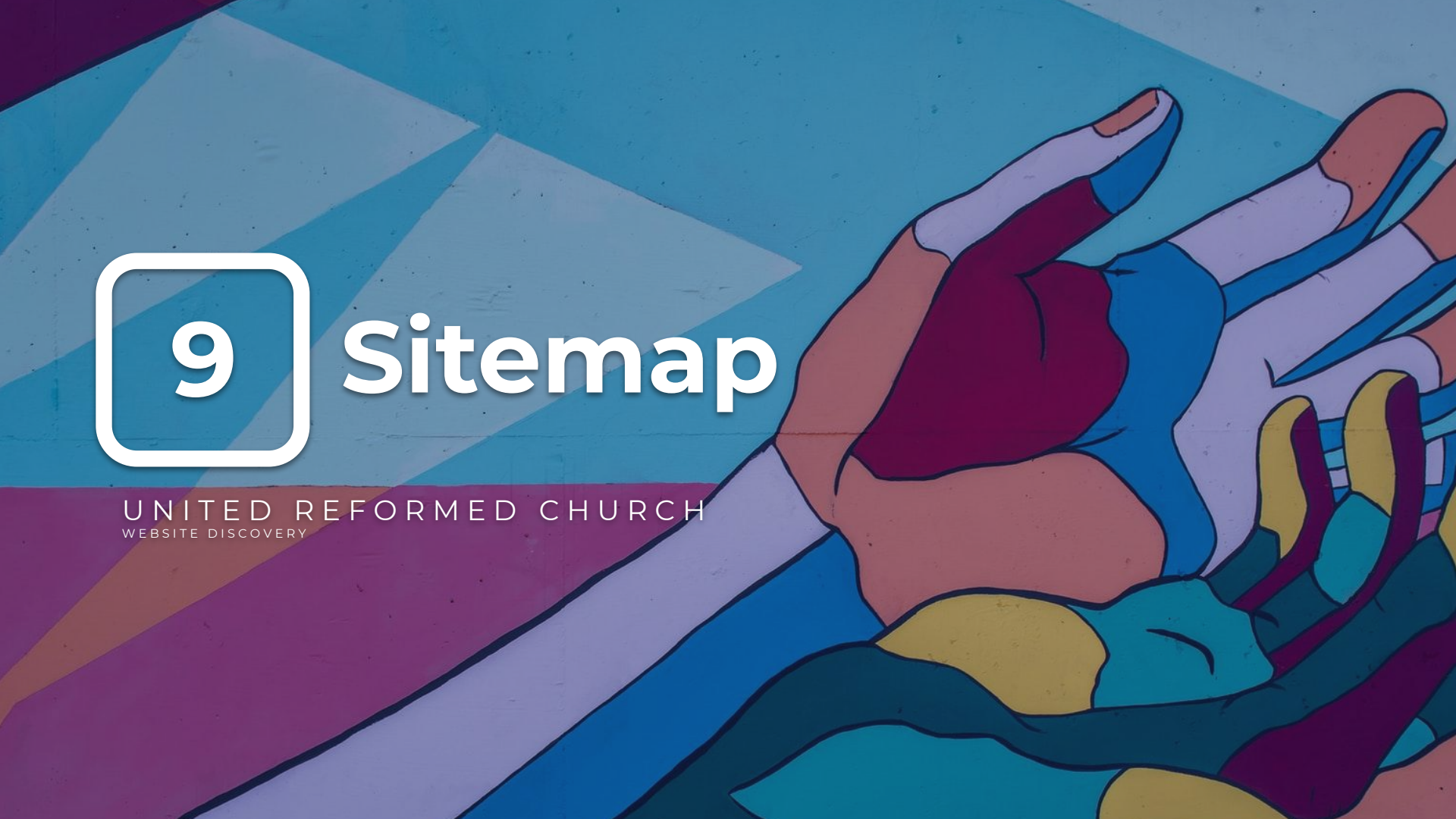




9

# Sitemap

UNITED REFORMED CHURCH  
WEBSITE DISCOVERY





**Home**

**News**

**Community**

**Your Faith**

**Help &  
Resources**

**Social Media**

**Shop**

**Donate**

**Latest News**

Latest News

Community  
events

Build Faith

Church  
resources

Single  
or  
Monthly

**Community  
Events**

Campaigns

Programmes

Daily  
Devotions

URC admin

**Daily Devotions**

Young People

About the  
URC

Local URC

**Programmes**

Online  
Worship

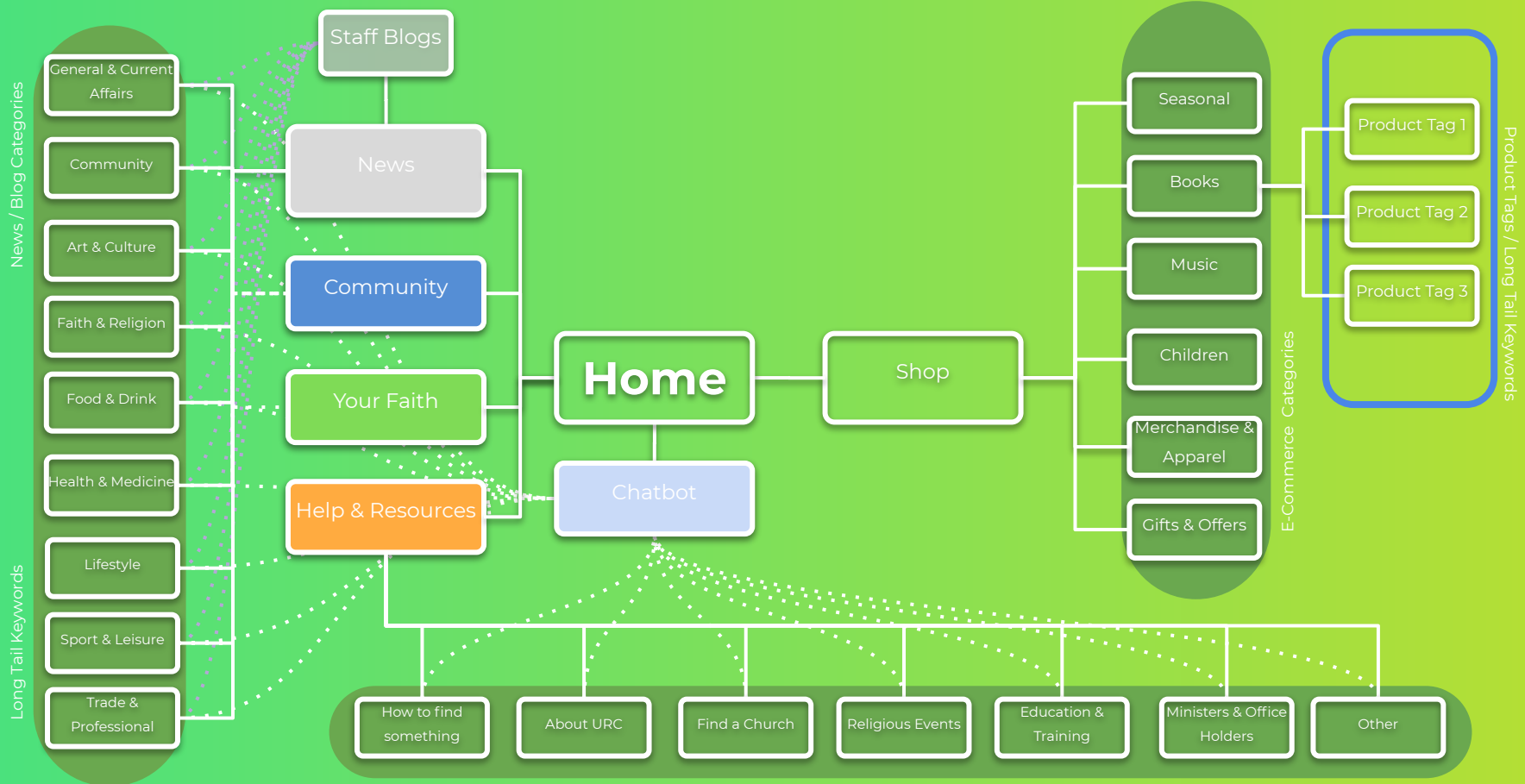
Contact

A stylized illustration of two hands holding a globe. The hands are rendered in various colors including blue, purple, red, and yellow, with thick black outlines. The background consists of large, overlapping geometric shapes in shades of blue and purple.

10

# Architecture

UNITED REFORMED CHURCH  
WEBSITE DISCOVERY



News / Blog Categories

Long Tail Keywords

Staff Blogs

News

Community

Your Faith

Help & Resources

Home

Chatbot

Shop

Seasonal

Books

Music

Children

Merchandise & Apparel

Gifts & Offers

E-Commerce Categories

Product Tag 1  
Product Tag 2  
Product Tag 3

Product Tags / Long Tail Keywords

How to find something

About URC

Find a Church

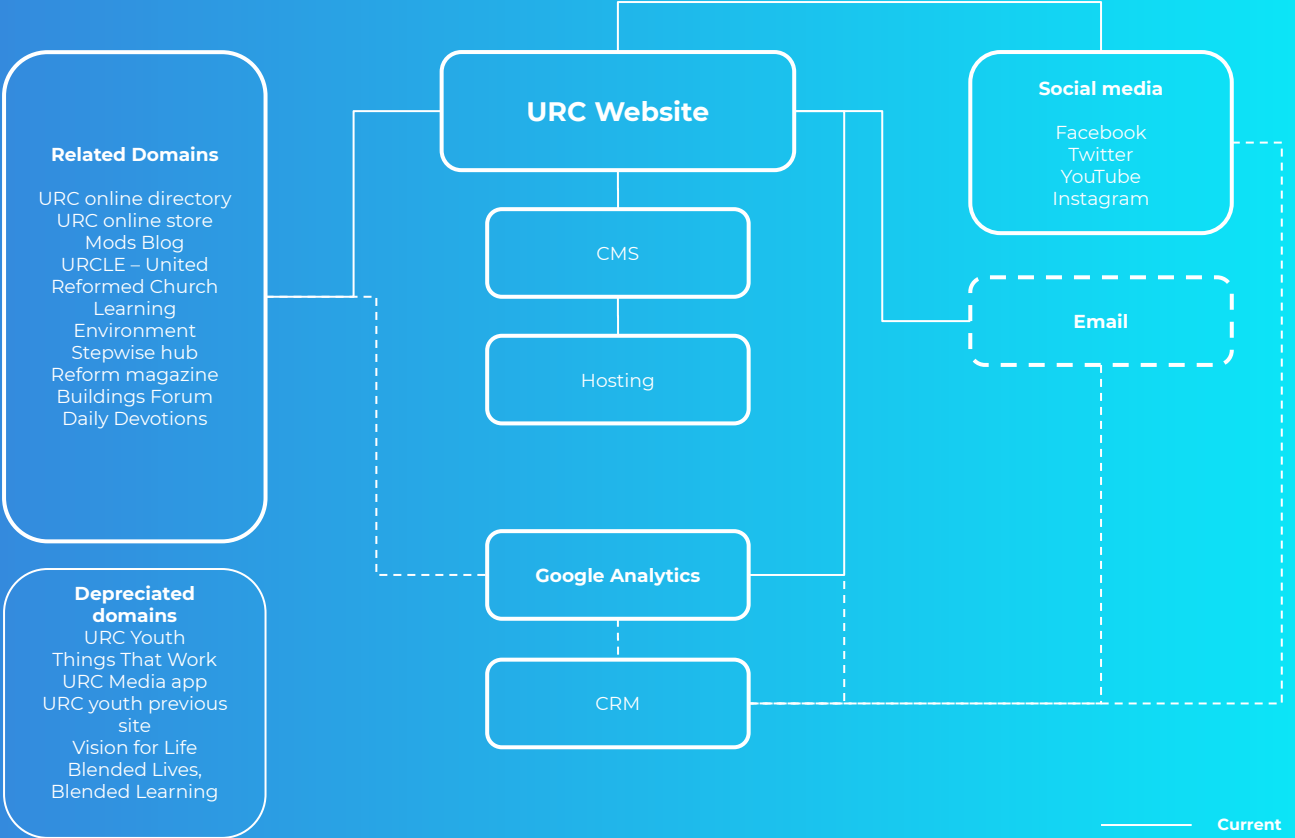
Religious Events

Education & Training

Ministers & Office Holders

Other

# Digital Estate & Infrastructure



A stylized illustration of two hands, one larger and one smaller, holding a heart. The hands are rendered in various colors including blue, purple, and yellow, with thick black outlines. The background consists of abstract geometric shapes in shades of blue and purple.

11

# Considerations

UNITED REFORMED CHURCH  
WEBSITE DISCOVERY

# Considerations

- **The URC needs to be clear on the purpose of the website**
- An overall digital strategy is needed to ensure the right audiences and potential worshippers are engaged with where they are most active
- Social media is a crucial area of growth in both engagement but also reaching new and younger demographics, content output and audience engagement should form part of an omni-channel strategy
- **Support and editorial/ content governance is strongly needed to ensure the site develops on brand and mitigates risk of siloed working**
- A categorisation and tagging system for new content should be utilised supported by an approach of developing content for the key audience personas
- **The URC should consider exploring digital transformation with a digital working group to regularly review digital performance, audience engagement, content and explore audience-led innovation**
- The digital transformation should also support internal developments and supercharge the URC, such as implementing an internal communications platform and digital ecosystem to remove barriers and increase the speed of delivery, and establish a roadmap