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Client Onboarding

Email

Richard,

First off, on behalf of all of us, I would like to thank you for the opportunity of being your partner. We here at Spiderweb Development are excited to help you bring your vision to life.

We at Spiderweb Development believe firmly in the values of hard work and transparency, and hope it will clearly show through our work. It is easy to see the amount of care you and your team put into your work, so we are determined to work hard to pour the same love into this project as well.

As part of our mission, we believe in making the world a better place through our work. What better way than to work with a company whose values align with our own!

I have attached a questionnaire aimed at determining the goals of our joint project. We look forward to working with you.

Jeremy Meyers
Web Developer
Spiderweb Development

Questionnaire

1. What does your company do?
2. Who is your target audience?
3. What is your Unique Value Proposition (UVP)?
4. Do you want to improve an existing website, or create a website from scratch?
5. Do you want your website to be optimized for SEO? Do you have a list of keywords you would like to target?
6. What is the URL of your existing website (if any)? What do you like and dislike about your existing website?
7. What is the URL of 2-3 reference websites that you like? What do you like about these websites?
8. Do you know what platform you want to use for your site?
9. What pages do you need on your website?
10. What features do you need on your website?
11. What is the underlying goal of your website?
12. Do you have the content ready for your site?
13. Does your company have a brand book covering things like colors and fonts?
14. When would you like to launch your new site?
15. What is your budget for the website?
16. Do you need help updating and maintaining your website?
17. Do you need help with blogging and content marketing?

Kickoff Meeting Agenda

I. Agency Introductions
II. Client Introductions
III. Company Overview
IV. Target Market
V. Competitor Review
VI. Current Site Review
VII. Project Overview and Description
    1. Project Technology
    2. Project Goals
    3. Content Strategy
    4. SEO Strategy
VIII. Project Timeline
    1. Project Management Software
    2. Requests from Client
    3. Maintenance and Updates
IX. Questions for Agency
X. Next Steps
XI. Conclusion

Development Team

Kevin Ericksson, our UI/UX designer, uses the defined functional and content requirements for the site to develop a set of wireframe designs and flowcharts describing how users will interact with the site. Wireframes are “sketches” of page layouts indicating where functional elements and content will be placed on individual site pages, and flowcharts describe multi-step (and therefore, usually multi-page) processes users will follow to complete tasks on the website.

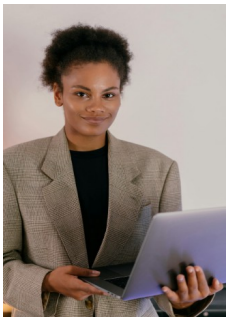
Key relationships: Information architect, web developer, QA tester, and PM

Key deliverables: Wireframes, mockups, flowcharts

Jeremy Meyers, our web developer, builds the functionality of the website. This may include client-side scripting (JavaScript, or JavaScript-based tools like jQuery) as well as server-side scripting (PHP, Python, Ruby, ASP.NET, or compiled languages like C++ or Java). The web developer may also build HTML/CSS page templates or may coordinate with the web designer for this task.

Key relationships: UI/UX designer, QA tester, server administrator, and PM

Key deliverables: Web application code



Dorothy Hockman, our QA tester, is responsible for ensuring that the website functions as intended. The QA tester will work with the IA and UI/UX designer to determine a set of tests to be performed once the site is complete, to determine whether or not the site does what it is intended to do, and that it is free of bugs or other defects. When development and content preparation are complete, the QA tester will coordinate one or more rounds of testing, collecting feedback to deliver to the web developer for troubleshooting. This process will be repeated as necessary until the site is ready for launch.

Key relationships: IA, UI/UX designer, web developer, server administrator, and PM

Key deliverables: Test cases, test process coordination, feedback documentation for web developer

Alyssa Glass, our project manager, coordinates all activities of the various project team members, tracks schedules and progress against milestones, and facilitates communication both between team members and between the team and the client.

Key relationships: All team members

Key deliverables: Project proposal, ongoing progress reports, general communication

Project Proposal & Client Deliverables

After our meeting, we put our heads together and created an idea for your website in line with what you were envisioning.

Your website will include the following pages:

- Home
- Calendar
- Statistics
- Teams
- Contact

A few key features on these pages will be

- A contact form
- An interactive map (through a plugin)
- An interactive calendar

We are knowledgeable in every major CMS, including WordPress, Joomla, Drupal, and Squarespace. Based on your needs, we feel that WordPress is the best platform for your website. You mentioned reliability as a must, so we will host your website with DreamHost.

Being a small team focused on design and functionality, we are not able to provide copy-writing, branding, including logos, style guides, and colors, or other media such as images or videos.

Communication Tools

We will use Basecamp as a project management tool for its simplicity. Basecamp will simplify the sharing of documents between individual team members and between our teams.

For written communication, we will primarily use Slack because of all its excellent features.

As a base amount of communication, we will meet virtually every Monday to check in. We will use Jitsi as our video-conferencing tool. In addition, every Friday we will send a report of the week’s progress through Slack.

Project Timeline

This is our projected timeline for your project.

Objective	Deadline
SWOT Analysis and KPIs	February 21
Target Audience and Personas	March 6
User Stories	March 20
User Journey Map	March 20
Wireframe	March 27
High Fidelity Prototype	April 3
Client Onboarding	April 17
Marketing Plan	April 24
Security Information	May 1

SWOT Analysis & KPIs

Strengths: • Strong teams that are very competitive on the national scale. • A strong volunteer presence, largely made up of former members.	Weaknesses: • Not under a single denomination or church, so they have less resources.
Opportunities: • Many untapped youth programs in the KC area. • Room for improvement with younger members.	Threats: • A nearby group in St. Joseph, Midland Ministries. • Nazarene churches have their own version of quizzing. • Strong showings in national tournaments have caused many groups to want a new champion.

The target audience is teenagers of quizzing age (11-19), but a bit moreso their parents. The website currently seems to deliver on its target audience, but there is room for improvement.

The purpose of the website is to provide information about Summit Bible Quizzing. Unfortunately the purpose is not as clear as it could be in the design. Since the first page you visit only has links, to an outsider it may not be especially clear. Adding a blurb on the front page would help to make it more clear.

In addition, there are not very many Calls to Action. Most are centralized on the home page. Across the top of the home page there is a link to information about the current year's nationals. The whole home page is dedicated to being a navigation center. Other than the navigation on each page the whole website is very hierarchical with nothing really popping out like "click here!". Because of this, the site is very hierarchical, which describes the structure of the group, following Conway's Law.

For the most part, the content inserted in the right time and place. A few improvements could be added. For example, there is a link for live scores and live streams of events in the announcements; this should be moved to or added to the links page.

On the other hand, there are a few things that could use some fixing. The UI is fixed in width and designed for a desktop, which means the mobile experience is impaired. Several pages—the

statistics and calendar pages—throw a lot of information at the user in a hard-to-read way. This increases the complexity of the choices that users will make which also increases the time it takes for them to make those decisions in accordance with Hick's Law.

From these changes, here are several Key Performance Indicators (KPI) to watch for. 50 more new monthly viewers this month over last month, 10 more contacts this quarter over the last quarter, and 7 contacts via a new contact form over the next quarter. (Out of the 10 contacts, at least 7 should come from the new contact form.)

Overall, it is not a bad website, but it could use some improvement. The main areas of focus will be making the website more mobile-friendly by giving it a more responsive UI, adding a contact form on the contact page to hopefully increase membership, and redesigning the tables on the calendar and statistics pages to be more readable. In addition, the strengths and opportunities give a lot of room for growth.

Target Audience & Persona

The target audience involves several groups: middle-school to high-school aged children and their parents. The primary group we will focus on is the parents.

Susan Pale

Susan Pale

Age: 37

Stay-at-home Mom/ Co-op Teacher

Kansas City, KS

Inquisitive | Affable | Faithful | Diligent

Bio

Susan is a stay-at-home mom of four: Scout (16), Allison (13), Grayson (9), and Nathan (6). She enjoys teaching and learning new things. She is looking for a good Bible-related activity for her kids.

Goals

Find information about joining a nearby group with a schedule that fits her family's.

Frustrations

There is not much information about joining on the website.

The information that is there is a little confusing.

Quote

"I want a good environment for my kids."

Device Comfort

PC

Tablet

Phone

Interests

Learning new things

Teaching

Local government

Image by Ray Best Through the lens on Flickr, licensed under CC BY 2.0.

For more detail on Susan's persona, please refer to Figure 1.

User Stories

Story 1: As an interested parent, I want to learn more information about quizzing so that I can decide whether it is right for my kids.

Tasks:

1. Add copy to the Home page explaining quizzing.
2. Add photos and a video explaining/showcasing quizzing to the Home page.
3. Simplify the Schedule page's tables to make it easier to read.
4. Add the information on the Mission page to the Home page within the new copy.

Given these changes, when a new user wants to know about quizzing then they will have the majority of the information they will need to make their decision.

Story 2: As an interested parent, I want to learn more about the local groups so that I know which one will best suit my family's needs.

Tasks:

1. Add more information about the local groups to the Home and Contact pages.
2. Add the locations of the local groups in a map widget to the Contact page.
3. Add pictures of the local leaders on the Contact page.
4. On the Teams page, list each of the local group's teams under a heading to better identify where the teams are from.

Given these changes, when a new user wants to know more about the local groups, then they will have the information to do so.

Story 3: As an interested parent, I want to volunteer so that I can assist with the events.

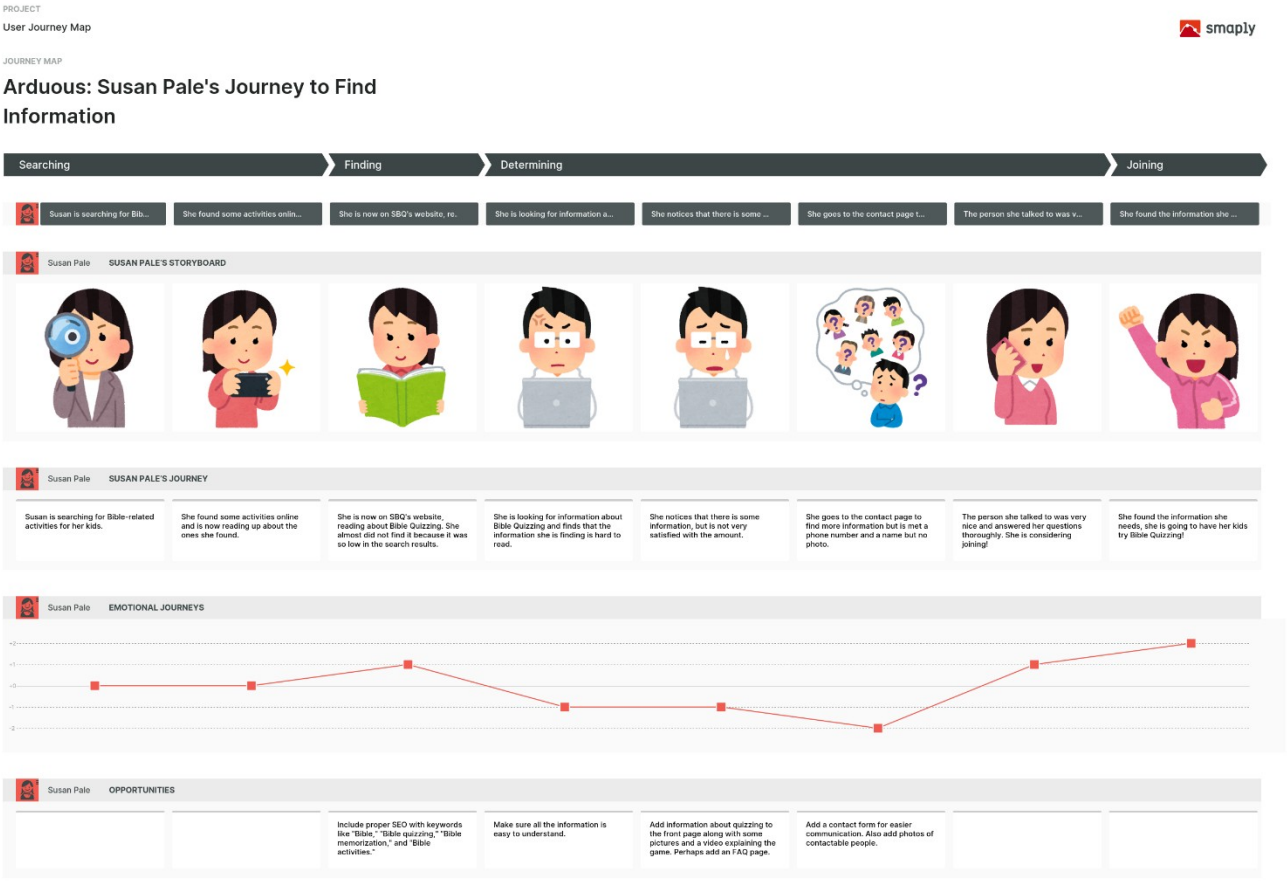
Tasks:

1. Add a volunteer form to a new Volunteer page.
2. Add a volunteer section to the contact form on the Contact page.
3. Add a link in the navigation to the Volunteer page.

Given these additions, when a user wants to volunteer, then they will be able to apply.

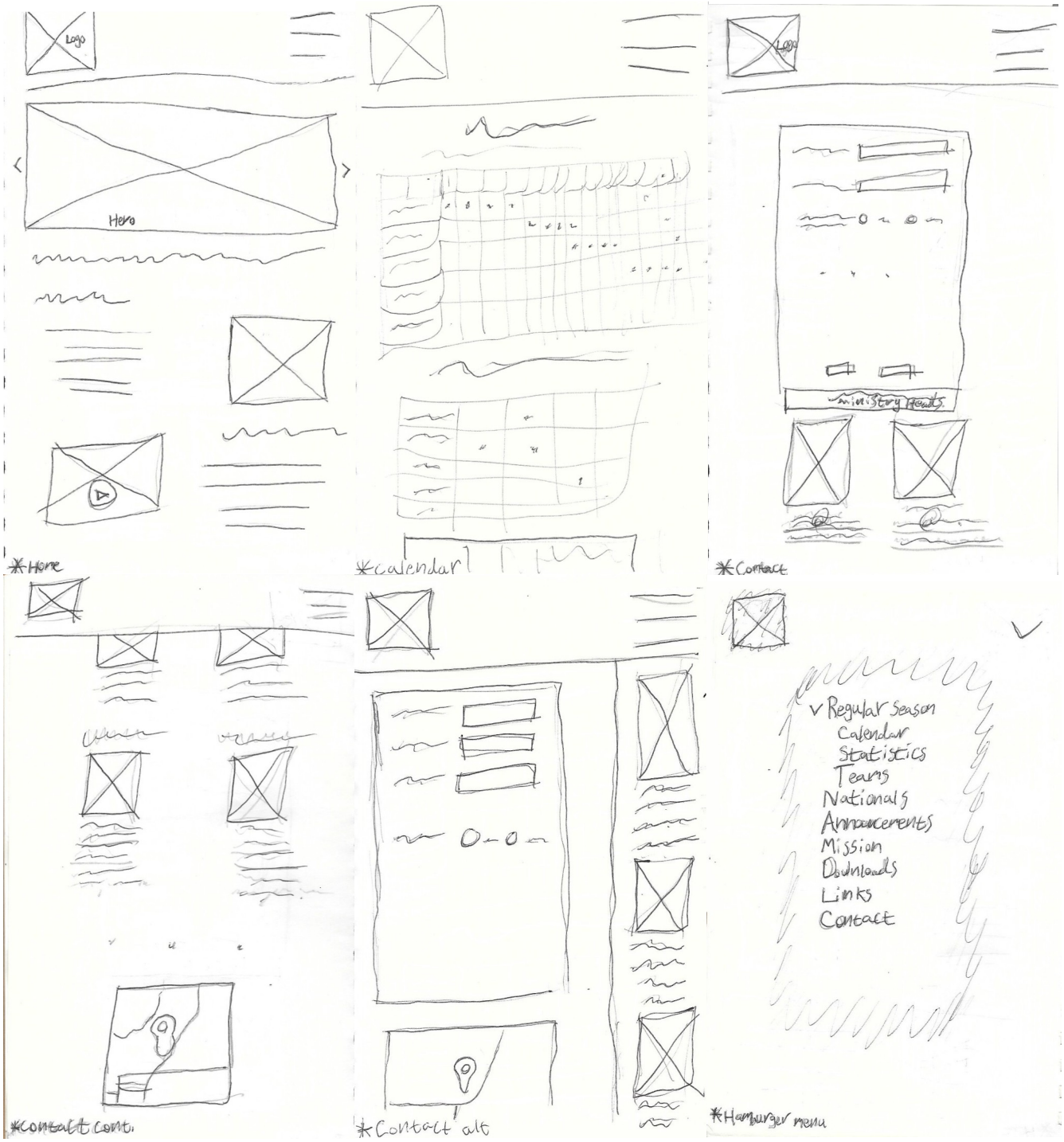
For our purposes we will focus on Susan's first story: her quest to find information about quizzing.

User Journey Map



For more detail on the journey map, please refer to Figure 2.

Sketches & Wireframes

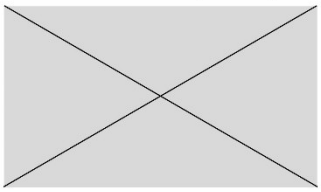


For more detail on the sketches, please refer to Figures 3-8.

Home
v Regular Season
Calendar
Statistics
Teams
Nationals
Contact
Mission
Links

* Announcement *

Summit Bible Quizzing



What is Bible Quizzing?

Why Bible Quizzing?

Our Mission

Contact

Home
Calendar
Statistics
Teams
Nationals
Contact
Mission
Links

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Calendar

2024-2025 Book(s):

Varsity Material Breakdown

Sep					
Oct					
Nov					
Dec					
Jan					

Junior Material Breakdown

Sep		
Oct		
Nov		
Dec		
Jan		

Date	Event	Location	Time
End of Regular Season			

March 2024						
S	M	T	W	T	F	S

Eight Year Books Cycle

Contact

Home
Calendar
Statistics
Teams
Nationals
Contact
Mission
Links

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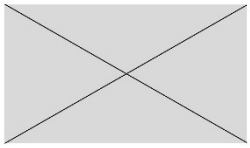
Contact Us

First Name:
Last Name:
Email:
Phone Number:
Why are you contacting us?
Any additional comments?



Ministry Heads

Local Ministry Heads

Head #1
Head #2
Head #3
Head #4
Head #5
Head #6

Contact

Home
Calendar
Statistics
Teams
Nationals
Contact
Mission
Links

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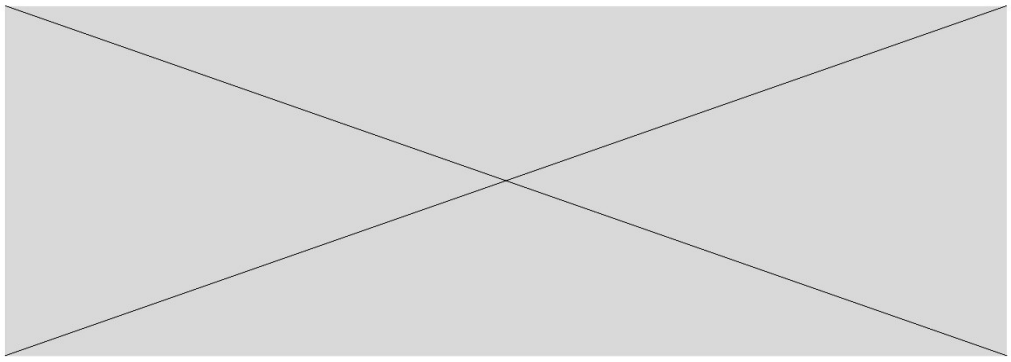
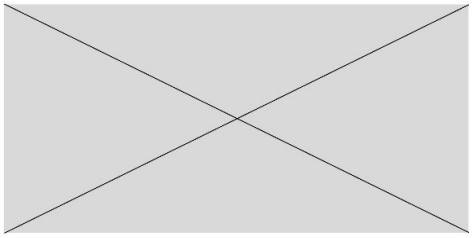
Home v Regular Season Nationals Contact Mission Links

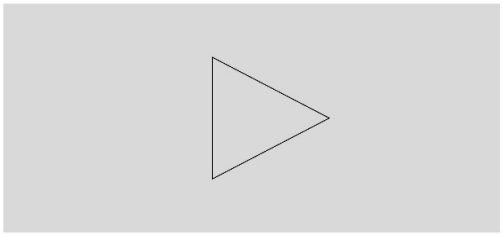
* Announcement *

Summit Bible Quizzing



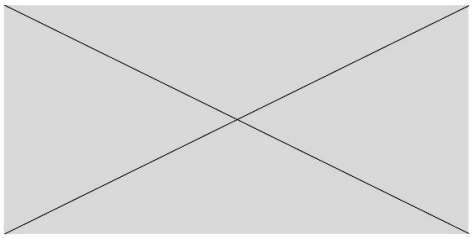
What is Bible Quizzing?





Why Bible Quizzing?

Our Mission



Contact

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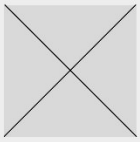
Home
Calendar
Statistics
Teams

Nationals
Contact
Mission
Links



Calendar

Date	Event	Location	Time
End of Regular Season			

March 2024						
S	M	T	W	T	F	S

2024-2025 Book(s): ———

Varsity Material Breakdown

Sep					
Oct					
Nov					
Dec					
Jan					

Junior Material Breakdown

Sep		
Oct		
Nov		
Dec		
Jan		

Eight Year Books Cycle

Contact

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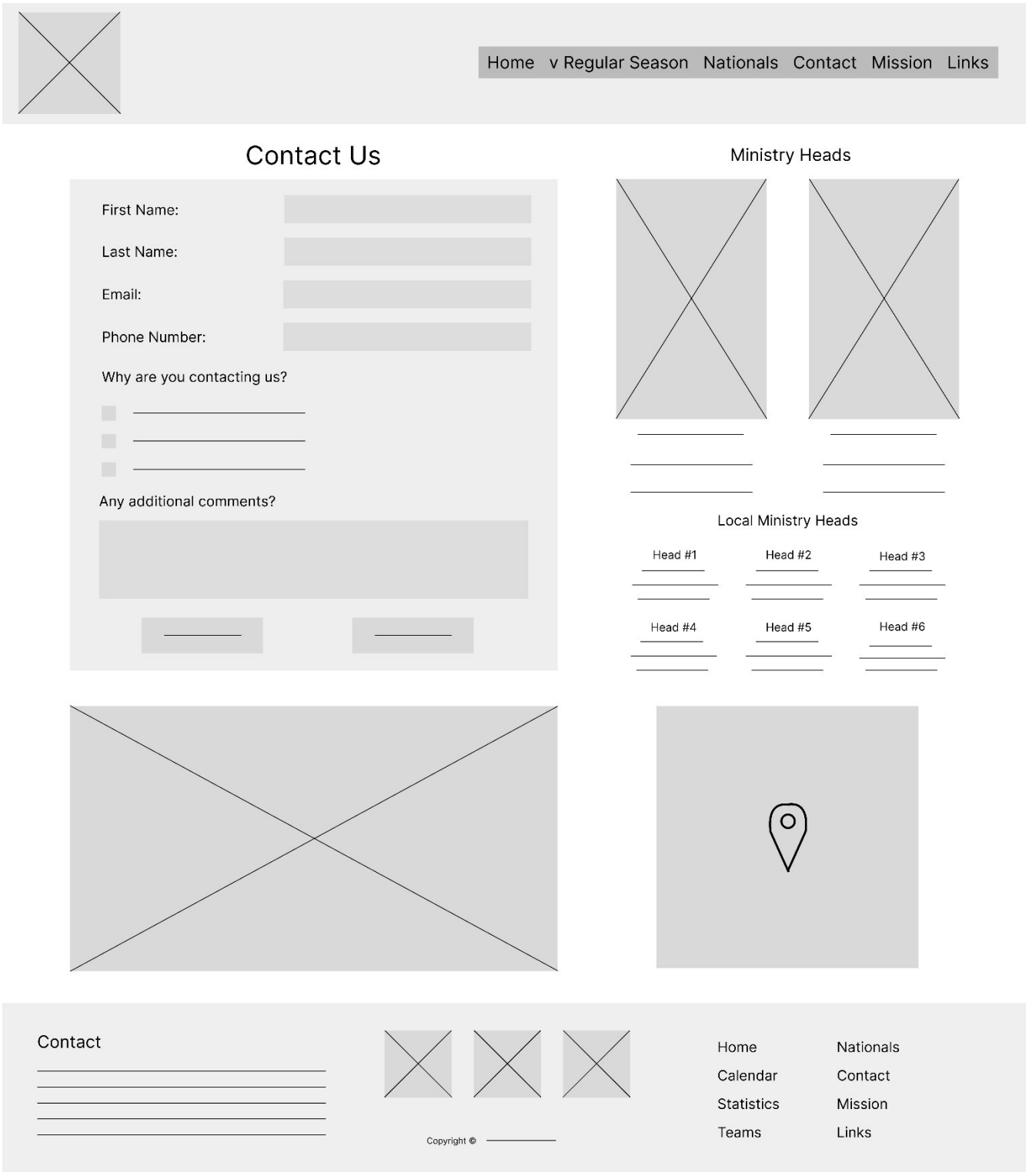
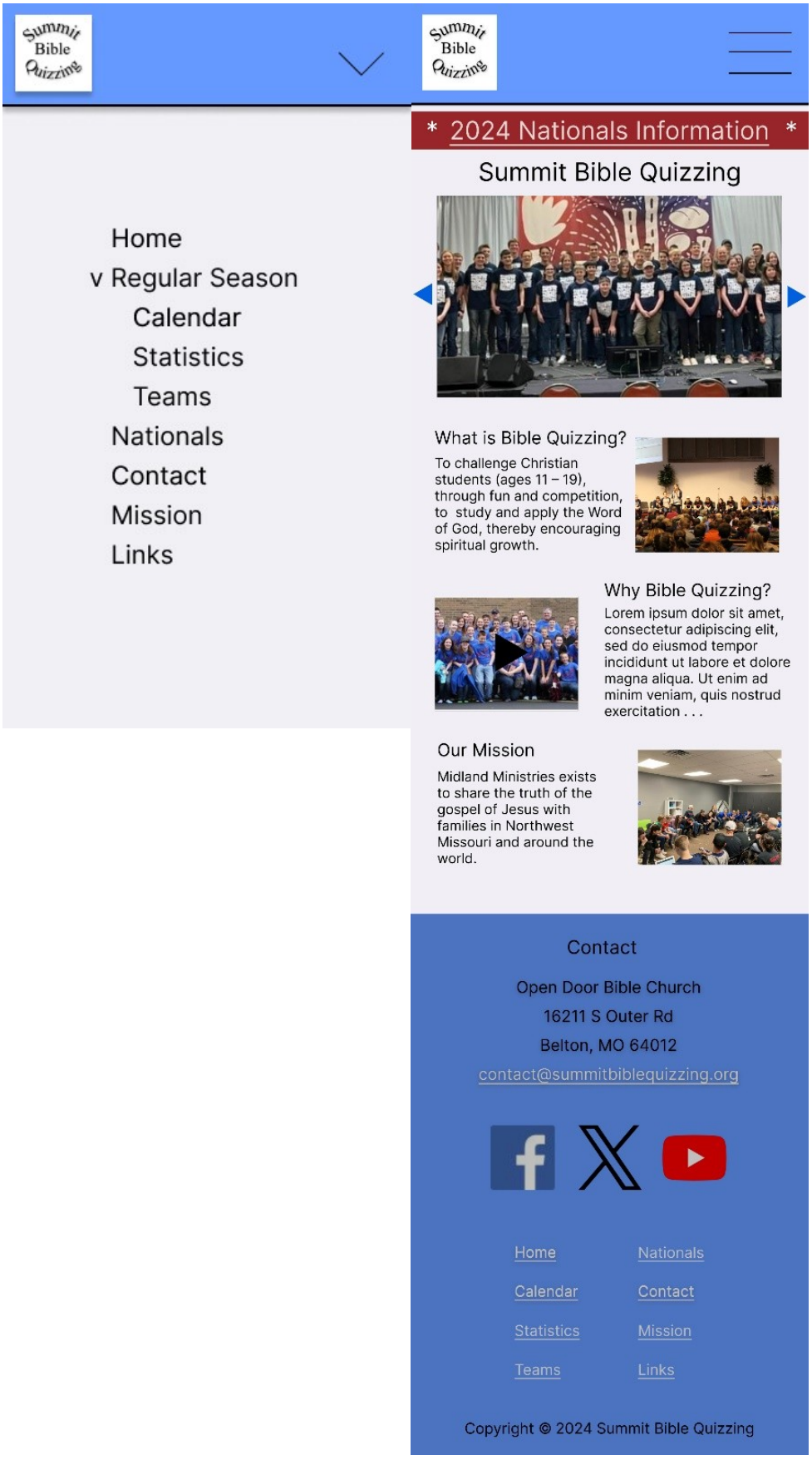


For more detail on the wireframes, please refer to Figures 9-15.

High Fidelity Prototype



Summit Bible Quizzing

Contact Us

First Name:

Last Name:

Email:

Phone Number:

Why are you contacting us?

- [ ] Information about joining
- [ ] Information about quizzing
- [ ] Other

Any additional comments?

Submit Reset

Ministry Heads

Richard Dietzel
(913) 555-4815
rdietzel@summitbiblequizzing.org

Jonny Nolan
(816) 555-8623
jnolan@summitbiblequizzing.org

Richard Dietzel
(913) 555-4815
rdietzel@summitbiblequizzing.org

Jonny Nolan
(816) 555-8623
jnolan@summitbiblequizzing.org

Local Ministry Heads

Richard D.
(913) 555-4815
Countryside Church
Overland Park, KS

Jonny N.
(816) 555-8623
Columbia Church
Columbia, MO

Vicky G.
(913) 555-1762
Life Mission Church
Overland Park, KS

Brad P.
(913) 555-6792
Hope Family
Fellowship
Kansas City, KS

Angie P.
(816) 555-2305
Lee's Summit
Community Church
Lee's Summit, MO

Matt R.
(515) 555-0325
Ackley Church
Ackley, IA

Contact

Open Door Bible Church
16211 S Outer Rd
Belton, MO 64012
contact@summitbiblequizzing.org

Home
Calendar
Statistics
Teams
Nationals
Contact
Mission
Links

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Summit Bible Quizzing

Calendar

Date	Event	Location	Time
09/21/2024	September Quiz	Open Door	12:15-4:30
10/19/2024	October Quiz	Open Door	12:15-4:30
11/16/2024	November Quiz	Open Door	12:15-4:30
12/14/2024	December Quiz	Open Door	12:15-4:30
01/11/2025	January Quiz	Open Door	12:15-4:30
01/25/2025	SBQ Tournament	Open Door	10:00-6:00
02/08/2025	Quiz Offs	Open Door	10:00-3:30
02/21-22/2025	Iowa Invitational	Iowa	
****End of Regular Season****			
03/01/2025	Nationals Practice	Open Door	1:30-5:30
03/07-08/2025	KC Regionals	Overland Park, KS	
TBA	Midland Regionals	Lawson, MO	
04/12/2025	Nationals Practice	Open Door	12:00-4:30
04/23-27/2025	BQF Nationals	Green Lake, WI	
05/18/2025	End of Year Picnic	Wallace Park, Belton, MO	2:00-7:00

◀ March 2025 ▶

March 2025						
S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

2024-2025 Book(s): Luke

Varsity Material Breakdown

Sep	1	2	3	4	20
Oct	5	6	8	10	21
Nov	7	9	11	22	
Dec	12	13	14	16	23
Jan	15	17	18	19	24

Junior Material Breakdown

Sep	2	4
Oct	5	6
Nov	10	11
Dec	14	16
Jan	15	17

Eight Year Books Cycle

For more detail on the high fidelity prototypes, please refer to Figures 16-19.

Summit Bible Quizzing Marketing Plan

Summit Bible Quizzing is a group that focuses on making memorization of the Bible a fun thing. The broader target audience is parents of middle school and high school aged children, as well as the children themselves. As of now, there do not seem to be many advertising channels being utilized besides word of mouth. With the creation of a new website ahead, what better time is there to drive engagement by introducing more marketing channels?

Target Customer

Susan Pale is a 37-year-old mother of four ranging from 6 to 16. She always wants the best for her kids. She is involved in her local community, teaching at a homeschool co-op. The best way to reach Susan is through social media—specifically Facebook and Instagram. She is fairly skilled in using technology, using a computer for school-related activities, a tablet for day to day browsing, and a phone when she is on the go. She is bringing her children up in the church, and is currently looking for a fun Bible-related activity for her kids.

Reaching the Target Customer

- Facebook
  - Sponsored posts will increase the reach of the posts which will help draw in people
- Instagram
  - Similarly to Facebook, sponsored posts will play a role in driving engagement
  - Posting pictures of the events with effective hashtags will also drive engagement
- YouTube
  - Add a channel trailer
  - Post more videos of the events
- Word of mouth
  - Increasing word of mouth outreach will help us grow in a similar way to what we have been doing

With the exception of the YouTube channel, these marketing channels do not currently exist. Creating these and properly utilizing and maintaining them will help generate interest in the new website and the organization as a whole.

There is no Facebook page or Instagram profile for SBQ currently, only a closed Facebook group. Creating these profiles will help people understand what the purpose of the group is. Using these profiles and posting at peak times, i.e. around 8 AM and 6 PM, will help generate traffic to them and in turn the website. Facebook in particular will appeal to parents, while Instagram can help bring in the younger audience.

In the case of the YouTube channel, it is only currently used for livestreaming events and archiving livestreamed footage. Creating highlight videos could serve to drive interest and showcase these events more succinctly. In addition, creating a channel trailer can help new people understand the purpose of the channel and in turn the purpose of the group and the events themselves.

As of now, word of mouth is the most used channel. It is primarily how people are currently finding the group. While creating a social media presence can be important, increasing the word of mouth presence is still very important. Maintaining and growing our current channels while adding new ones will be the key to success.

By using multiple channels, we can effectively reach parents like Susan by communicating in a place they are likely to find information. From all this, the objective is to gain two hundred (200) followers on each profile within the first quarter of the social media profiles' creation. An additional objective is to gain fifty (50) new website users within the first two months of creation. We can compare the effectiveness of each profile's campaigns by implementing a tracker in the website link that will show the origin of the click.

Security Information

User Experience

The user navigates to the contact page to fill out a contact form. There is a privacy policy underneath the form showing where the information goes. The user fills out the form to request information, providing their name, email, and information request. Optionally, they can also provide additional comments and a phone number. After filling out the form, the information is sent as an email to be reviewed by one of the heads of the organization. The user will then get a reply that provides the information they requested and additional contact if they request it.

What Happens to the Information?

The information from the contact form goes to an email that is only accessed by the organizational heads. Once contact is established, the contact information is stored until it is no longer needed, such as in the case of discontinued contact from the organization or the user. If contact is continued, the information may be forwarded to local ministry heads for further contact and information gathering.

Privacy Policy

Any personally identifiable information—email, phone number, first and last names, etc.—is used solely for its purpose: to establish and maintain contact. If contact is discontinued, the information is deleted to maintain privacy.