INDIANA UNIVERSITY HCI/D

STANDARDIZING THE VISITOR EXPERIENCE

Design Workbook
by Elizabeth King

PROJECT INTRODUCTION

Positive engagement is crucial for a church visitor to feel welcome and connected to a new church. However, small to mid-sized churches work with limited resources and access to volunteers, meaning that experiences can often vary depending on the volunteers themselves.

How might we create a service that continually and effectively engages visitors every single time?

Throughout my life, church and faith have been a large part of it. I was raised in the church, attending New Hope every week, where I would participate in Sunday School, youth group, and the weekly service. As I grew up, my preferences and taste in church presentation and engagement trends evolved, however, New Hope lacked the resources to keep up and implement changes. I moved to a larger, more modern church that kept up with trends, relied on a large number of volunteers and maintained a consistent and strategic experience for all churchgoers. As I went back to visit New Hope, I was struck by how antiquated and out of step it felt.

New Hope isn't alone in this challenge – many small to mid-sized churches struggle to improve and maintain their relevancy and identity over time. This struggle can often result in an unfocused and inconsistent visitor experience that fails to match visitors' expectations.

This design space is a personal one, and I look forward to working with different stakeholders within New Hope to create a design solution that matches that personal nature.

PROJECT TIMELINE

At the beginning of the project, I created a rough timeline to map out the project work and its deliverables. This timeline was by no means written in stone, but helped to plan out how I was going to formulate goals and maximize time.

STAKEHOLDER MEETING
Meet with stakeholders and help identify what problem space is worth exploring further.

SECONDARY RESEARCH
Learn about what other churches and organizations are doing to address visitor engagement.

EXEMPLARS
Investigate different spaces and themes found in various backgrounds.

ANNOTATED BIBLIOGRAPHY
Read and learn about the space and solutions from scholarly sources.

PRIMARY RESEARCH
Meet with stakeholders to understand pain points and areas of opportunity within the focused space.

PROJECT TIMELINE CONT.

At the beginning of the project, I created a rough timeline to map out the project work and its deliverables. This timeline was by no means written in stone, but helped to plan out how I was going to formulate goals and maximize time.

OBSERVATIONS   SURVEY   INTERVIEWS   DATA SYNTHESIS   DESIGN ITERATION

STAKEHOLDER BRAINSTORMING MEETING

Goal: to discuss possible areas of focus, determine goals, and establish needs between researcher and stakeholders.

Maintaining freshness and intimacy
    -much bigger thing than just new hope

Discipleship
-How do you slow the pace of ministry and do it well?
-How do you preserve sound doctrine and still make progress?
How do you connect people to ministries?
How do you create a process to help small-medium churches do things with excellence?

What does excellence look like?
    -We work on things to eliminate distractions from a person's worship experience.
    -How do we design our space (welcome center, missions) so that it is easy for people, connecting people, not bulky -- incorporating simplicity
        -If it's not simple, we can't maintain it

-Create clarity around a value
    -Create a methodology/filter
    -Excellence is contextual
    -As some things change, the ideology doesn't change
    -Define the value and steps to implement

Looking at other churches
-Looking at their demographics
    -College Park
    -Sherwood Oaks

Hospitality Experience
-What are they hearing
-What are they seeing
-Mapping out their experience
-Bring in a guest and ask about their experience

-How do you tailor it to a medium sized church that isn't looking to grow to a mega church?
-How can you be a medium sized church and continually do things with excellence?

Mondays post Lunch
-Chapel Rock
-LCC
-Cornerstone Christian Church

-Zionsville Fellowship

WHAT-IF QUESTIONS

These questions are a tool for me to consider different scenarios and situations and how design could possibly play a role,

What if visitors immediately knew everything they needed to know about the church they were visiting?

What if a church's hospitality ministry could immediately identify the needs of a visitor and how to approach that visitor?
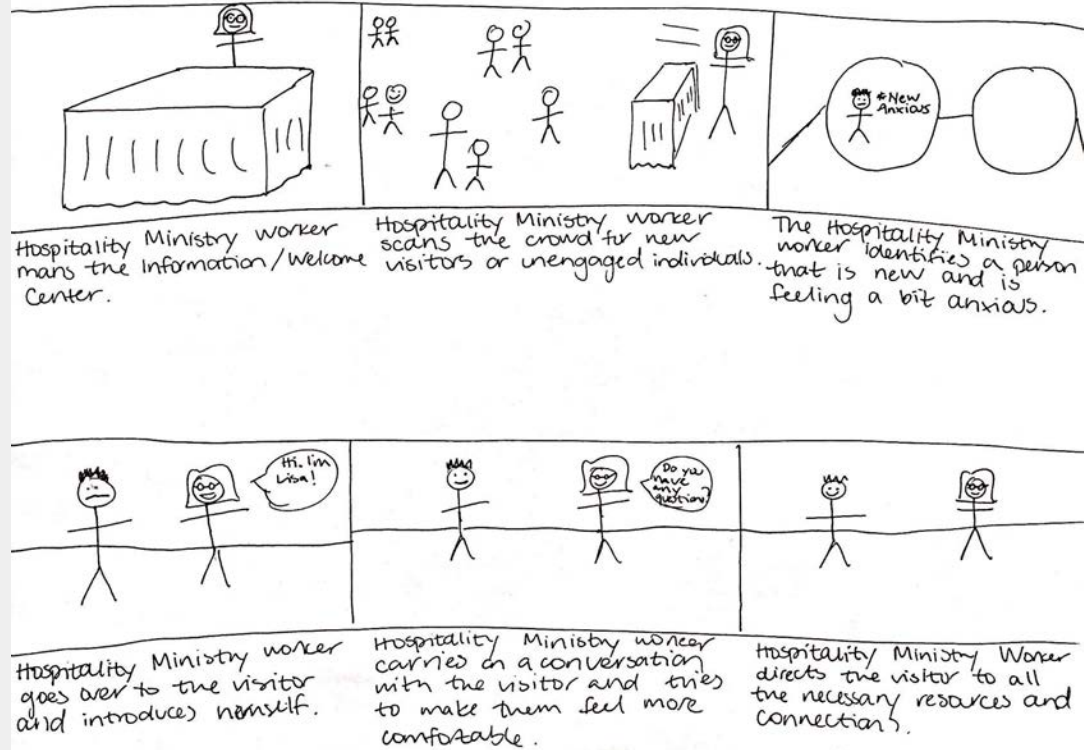
What if a visitor could get all of their questions answered on the first visit?

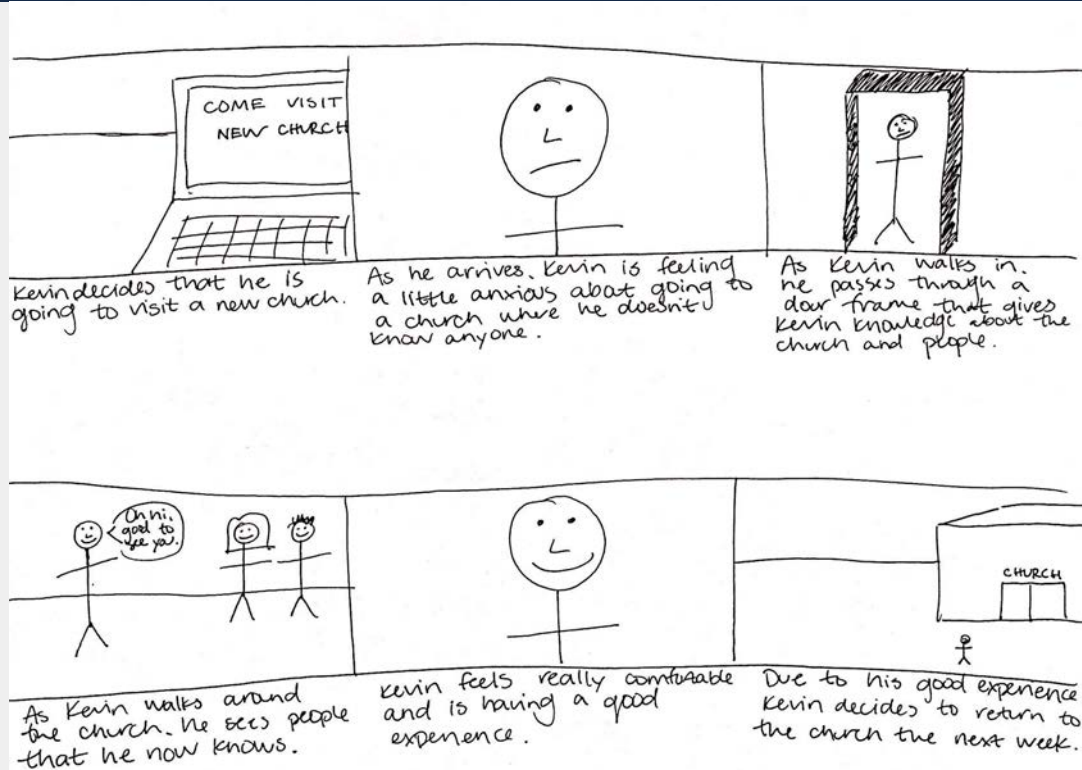*What if a visitor could be a fly on the wall during their visits until they feel comfortable?*

What if visitors didn't have to feel like visitors? Like what if they immediately knew people or knew how to fit in?

What if visitors had an assigned host that was expecting them and helped them spatially and socially navigate?
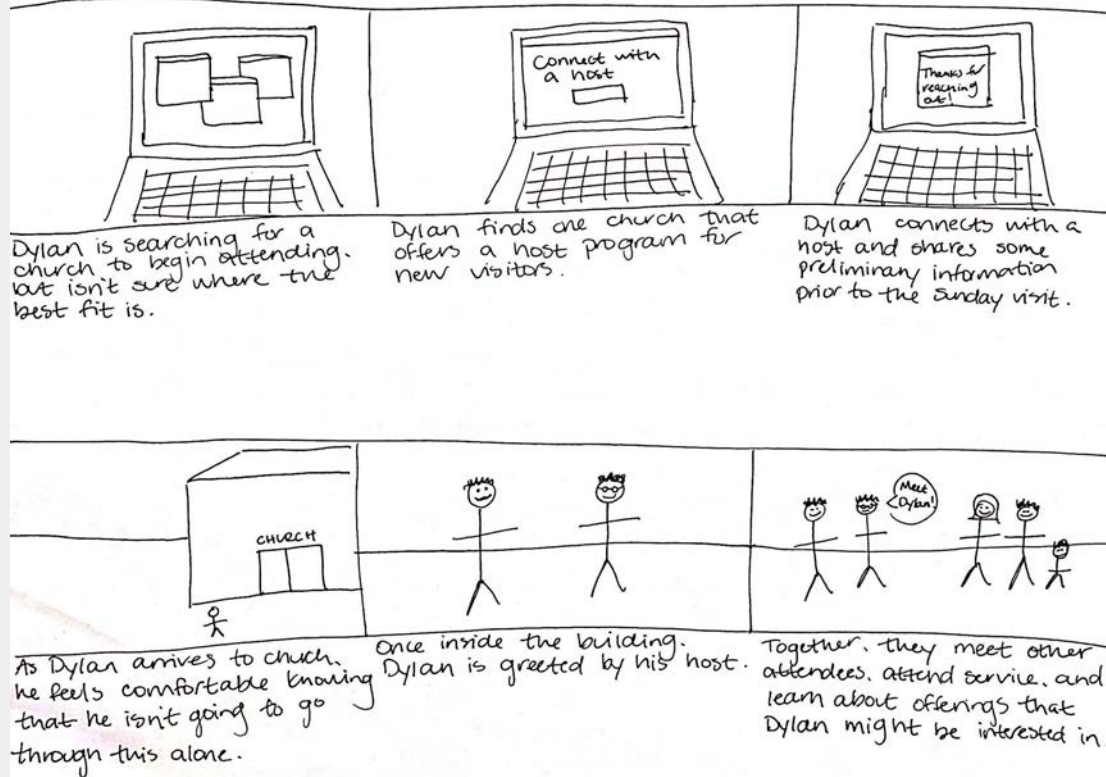
What if a church's hospitality ministry could immediately identify the needs of a visitor and how to approach that visitor?

What if visitors didn't have to feel like visitors? Like what if they immediately knew people or knew how to fit in?
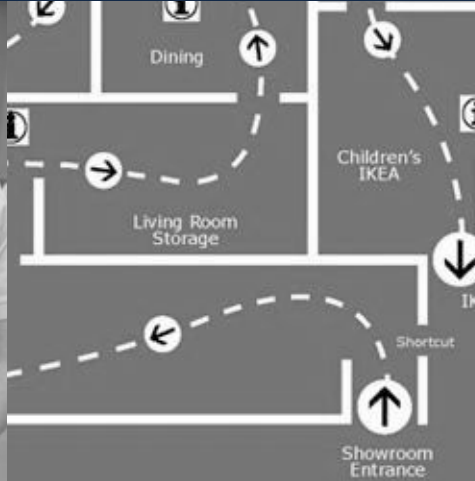
What if visitors had an assigned host that was expecting them and helped them spatially and socially navigate?

Dylan is searching for a church to begin attending, but isn't sure where the best fit is.

Dylan finds one church that offers a host program for new visitors.

Dylan connects with a host and shares some preliminary information prior to the Sunday visit.

As Dylan arrives to church, he feels comfortable knowing that he isn't going to go through this alone.

Once inside the building, Dylan is greeted by his host.

Together, they meet other attendees, attend service, and learn about offerings that Dylan might be interested in.

EXEMPLARS

APPROACH TO GATHERING EXEMPLARS

Environment	Hospitality	Interaction	Comfort Level	Purpose	Relationship	Layout
Inviting Warm Comfortable Low pressure Noisy	Friendly Open Genuine/Authentic "Come as you are"	Face-to-Face Digital Combination Service Transactional	Easy Difficult	Informational Relational Service Transactional Combination	Acquaintance Service Provider Friend Point of Contact	Directional Visual Hierarchy

ENVIRONMENT

Goal: to observe the interactions between volunteers and church visitors as well as observing the layout of the space.

Kindergarten Classroom
Caters environment to the targeted user; Values the targeted user's experience; Bright, happy environment matches the intended experience.

Apple Store
Apple has created an environment that allows and encourages customers to come in and hang out for a while; Customers are encouraged to discover, move about, and stay awhile; Apple Staff can work through the crowd and interact with customers when it makes sense both for them and the customer

HOSPITALITY

Goal: to observe the interactions between volunteers and church visitors as well as observing the layout of the space.

Disney World Characters
Characters are committed to the experience and avoid personal distractions (cell phones, personal matters, etc.); Characters meet guests at their level and provide a fitting experience (interacting with a child versus an adult); Characters search for guests to interact with, rather than solely waiting for guests to come to them

Door Greeter
Actively sees and engages with each guest as they enter and leave the store; Is available to help or answer questions if a customer may need it; Sets the tone for guest expectations on how other employees may interact with them; Sole purpose of the greeter is to engage and enhance the guest experience

SERVICE

Goal: to observe the interactions between volunteers and church visitors as well as observing the layout of the space.

Chick-fil-A
Chick-fil-A provides a commitment to service and to the customer; Chick-fil-A has created a system/protocol for its employees to use that provides consistency for its customers; Chick-fil-A's consistency provides an expected outcome and experience for customers

Southwest
Southwest has created an identity and brand of friendliness and relatability that makes them accessible to customers - This brand gets continually reinforced through their website, advertising, and actual interactions; Customers appreciate a company that exemplifies how it cares about them.

INTERACTION

Goal: to observe the interactions between volunteers and church visitors as well as observing the layout of the space.

Job Fair Display
Display utilizes both analog and digital technologies to communicate the company's values and environment; By using multiple types of technology, users can hone in on a source that works best for them

The Pourhouse Tabletop Cards
Tables utilize "stuff to know" cards that give each customer important information, such as the wifi password; Cards are on each table so that customers don't have to seek out important information from a singular source.

RELATIONSHIP

Goal: to observe the interactions between volunteers and church visitors as well as observing the layout of the space.

Personal Shopper
Actively thinks about what their client wants and delivers results accordingly; Engages with their client to continually understand their needs and goals; The client trusts that the personal shopper is listening and working on their behalf.

Tour Guide
Work to communicate things of interest to those within their tour; Interact with those in their tour and learn about their personal interests and background; Are trusted to communicate the truth to the best of their ability; Can individualize their tour in order to create a more dynamic, interesting experience

LAYOUT

Goal: to observe the interactions between volunteers and church visitors as well as observing the layout of the space.
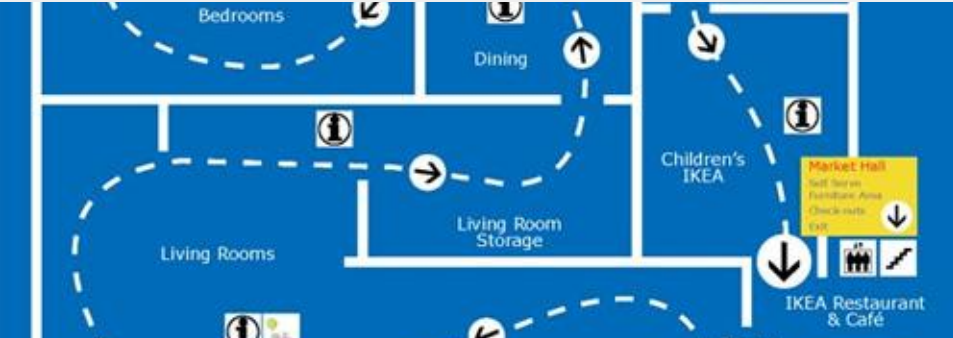
Ikea Store Layout
Structured layout allows for customers to experience a journey; Structured layout gives customers to match expectations with the actual experience; Layout gives customers the holistic experience/preview before the more detailed experience (of being in the warehouse and looking to purchase products).

Disney World
Carefully curates the layout in order to enhance a guest's experience. The layout is the result of careful consideration and thinking about who the guest is and what they want to experience.

RITUALS

Goal: to observe the interactions between volunteers and church visitors as well as observing the layout of the space.

Friday Prayers
Performed in a group - builds community; Provides an opportunity to share experiences, feelings, challenges, growth; "Demonstrates Islamic equality"; Obligation - something you feel you have to do as a member of the faith

Ordination
An individual is choosing to become part of a greater community; Feelings of freedom, purpose

CELEBRATIONS

Goal: to observe the interactions between volunteers and church visitors as well as observing the layout of the space.

Kumbh Mela
Religious festival; Provides opportunity for believers to commune and celebrate together; Feelings of joy, community, celebration

Purim
Festival that honors a time of joy and salvation; Provides opportunity for community and celebration; Tradition requires reading of the book, giving money, giving gifts, and a feast; Feelings of joy, celebration, thanks

TECH IN CHURCHES

Goal: to observe the interactions between volunteers and church visitors as well as observing the layout of the space.

Computers
Used to create and display custom content: Song lyrics, Sermon notes, Announcements, Slides; Used throughout the church experience: Check-in stations, Sound booth

Cameras
Used to film/capture the sermon/service; Most churches have these, however larger churches have more cameras that are often more portable and of a better quality

WORSHIP EXPERIENCES

Goal: to observe the interactions between volunteers and church visitors as well as observing the layout of the space.

Sunday Assembly
Similar to a religious weekly service, this service provides a place for community, engagement, and unity; Offers opportunities for visitors to connect and grow with other individuals before, during, and after the service

Puja
Practiced in many households – Can be practiced daily, weekly, or during festivals; Provides an opportunity for believers to worship with others; Has an inward and outward worship experience – Inward: sincerity, concentration, devotion, – Outward: chanting

RELIGIOUS EXPERIENCES + FUN

Goal: to observe the interactions between volunteers and church visitors as well as observing the layout of the space.

Mission Trips
Trip designed to serve those in need (changes based on the circumstances); Individuals work within a team setting to make a difference within a community

Concerts
Opportunity to worship in a large group setting

RELIGION + OUTFITS

Goal: to observe the interactions between volunteers and church visitors as well as observing the layout of the space.

Volunteer T-Shirts
Ministry workers often wear t-shirts to identify them as sources of knowledge - Help distinguish them for the safety and benefit of guests; Are sometimes limited to specific ministries within a church, such as a children's ministry - Creates a level of comfort for guests and parents

Tallit
Prayer shawl; Worn during services - A prayer is said before putting on the shawl; Recognizes a commitment to the faith and the experience of service

PHYSICAL OBJECTS

Goal: to observe the interactions between volunteers and church visitors as well as observing the layout of the space.

Mantras
Are seen as a powerful tool; Provide words of focus and clarity to an individual facing inner turmoil and struggle; Are simple and simply connect a believer back to the faith

Mandala
Used in meditation or to disseminate information; Provides a way for believers to focus their energy; Different mandalas are available for different levels of experience

PUBLIC DECLARATIONS

Goal: to observe the interactions between volunteers and church visitors as well as observing the layout of the space.

Atheist Rallies
Rallies provide an opportunity for like-minded individuals to gather together and promote the same viewpoint; Promotes feelings of understanding, like mindedness, unity, community; Provides opportunity for individuals to engage and meet new people

Baptism
An experience that shows a commitment to faith and a relationship with God; Feelings of joy, freedom, love, unity, and community; Obligation - something you feel you have to do as a member of the faith

ANNOTATED BIBLIOGRAPHY

HOW CHURCH APPEALS (OR DOESN'T) TO VISITORS

Goal: to observe the interactions between volunteers and church visitors as well as observing the layout of the space.

THOM S. RAINER

Becoming a WELCOMING CHURCH

As I move forward with my capstone, this book will be incredibly useful in framing my scope, asking relevant probing questions, and identifying key trends and areas of focus. This book may be one of the most useful thus far.

SOCIAL & POLICY ISSUES   APRIL 14, 2017

Sermon Content Is What Appeals Most to Churchgoers

BY LYDIA SAAD

MAJOR REASONS FOR AMERICANS
ATTENDING CHURCH

SERMONS RELEVANT TO LIFE	SERMONS TEACHING SCRIPTURE
75%	76%

GALLUP, MAR 9-29

STORY HIGHLIGHTS

- Three in four worshippers say sermons a major factor in why they go
- Youth programs, outreach and volunteer opportunities also important
- Preferring to worship solo is main reason non-attenders eschew services

WASHINGTON, D.C. -- As Easter and Passover help fill churches and synagogues this week, a new Gallup poll suggests the content of the sermons could be the most important factor in how soon worshippers return. Gallup measured a total of seven different reasons why those who attend a place of worship at least monthly say they

For my own project, these reasons provide context and perspective into how we can choose to design for these individuals and make a big difference in their religious experience.

CHURCH MANAGEMENT

Goal: to observe the interactions between volunteers and church visitors as well as observing the layout of the space.

SIMPLE CHURCH

THOM S. RAINER & ERIC GEIGER

As I move forward with my capstone, this book will possibly help me understand how to keep a service design solution lean and focused on the core principles of my partner church. By focusing on the clear concepts and understanding how my service design works within these concepts, I can create a service plan that works with and for my partner church.

THE Business OF THE Church

JOHN W. WIMBERLY, JR.

THE UNCOMFORTABLE TRUTH

As I move forward with my capstone, this book serves as a key reference in understanding a key stakeholder in this process. The lead minister plays a huge role in deciding the future and direction of the church, as well as the success of any offered design.

VISITOR PERSPECTIVE

Goal: to observe the interactions between volunteers and church visitors as well as observing the layout of the space.
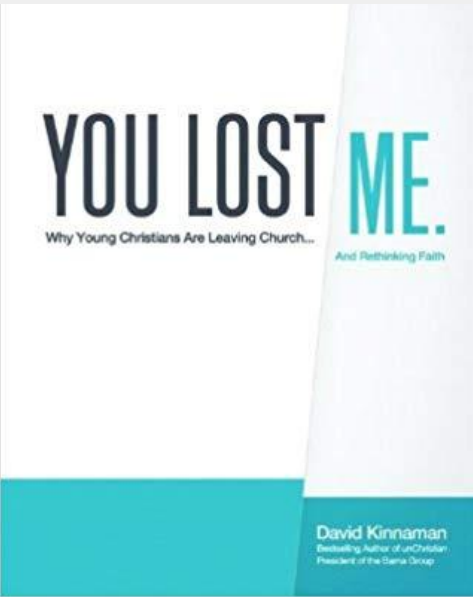
As I move forward with my capstone, this book will be a good resource in understanding the motivation behind any design solution.
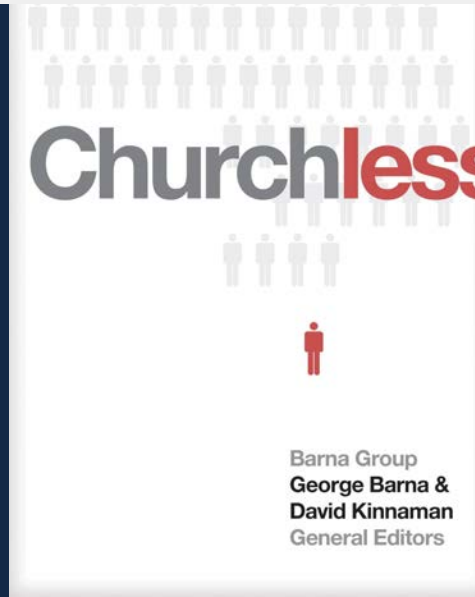
As I move forward with my capstone, understanding the current climate of faith and churchlessness in the United States will be useful in learning how to frame my problem and ground possible solutions in research. This book will help give me perspective on more global problems facing the church through the use of statistics, methods, and tactics.

METHODOLOGY

Goal: to observe the interactions between volunteers and church visitors as well as observing the layout of the space.

Danfoss bog nr.: 22.888
Bibliotek ex.: 1
9309xi UDK: 6x.001.13

PARTICIPATORY DESIGN:
Principles and Practices

Edited by
DOUGLAS SCHULER
AKI NAMIOKA
Boeing Computer Services
Computer Professionals for Social Responsibility

In my own project, this paper provides some historical context on how research methods can be implemented and catered to a specific environment. Through some of these case studies, I am gaining perspective about how to approach unique spaces and how to apply different research methods to those spaces.

Small Changes:
Using Workshops for Giving Participants a Voice

Joan Greenbaum
Computer Science Department / Aarhus University and
Computer Information Systems Department/LaGuardia College
City University of New York (on leave)

Kim Halskov Madsen
Department of Information and Media Science/Aarhus University

December 1991

Abstract

While technological change is often occurring at what appears to be a rapid pace, the pace at which technology is absorbed into an organization is, in fact, quite slow. This paper discusses the need for patience in accepting and preparing for organizational change. Specifically it discusses the authors' experiences in a project where many types of workshops were used to help foster an environment where the participants could find ways to express their needs for new computer support.

Introduction

Those of us in the computer field often tend to see our world as one where things happen rather fast. In the area of computer system development the eighties was a decade where an overwhelming number of new system methodologies were introduced, and where the overall perspective on system

1

For my own project, I plan on hosting a workshop for the project stakeholders. By learning about these different types of workshops, I can learn strategy and possibilities for my own workshop and design project.

OBSERVATIONS

OBSERVATION SESSIONS

Goal: to observe the interactions between volunteers and church visitors as well as observing the layout of the space.

Based on my discussion with stakeholders (and their recommendations), these churches seem like a good match for my project's scope as well as are comparable to New Hope.

New Hope Christian Church
Whitestown, IN

Eagle Church
Whitestown, IN

Lebanon Christian Church
Lebanon, IN

Traders Point Christian Church
Whitestown, IN

WHAT TO LOOK FOR DURING AN OBSERVATION

Goal: to observe the interactions between volunteers and church visitors as well as observing the layout of the space.

Volunteers
- How many
- Where they are situated/positioned
- How often they are engaging with people
- How they are identified
- Demographic information
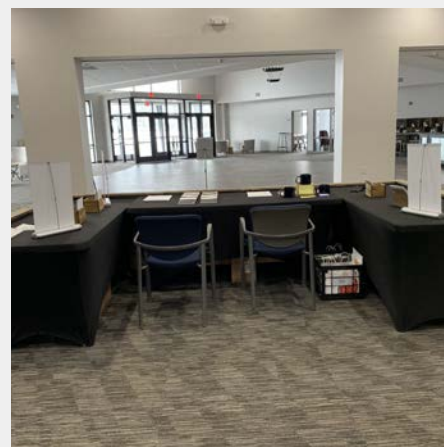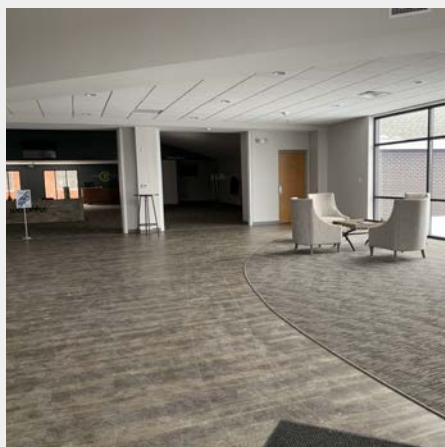- Role

Amenities
- Coffee Bar
- Bookstore
- Other?

Visitor Engagement Tools
- Signage/wayfinders
- Welcome Center/Information Hub
- Pamphlets/Handouts
- Announcements
- Calendar
- "Connect Card"

NEW HOPE CHRISTIAN CHURCH

At New Hope, we strive to create life-changing services that point everyone to the greatness and love of God. We want to clearly and consistently communicate the good news of Jesus to all who gather with us, being disciples making disciples.

Sunday Morning

Monday Morning

GENERAL OBSERVATIONS AT NEW HOPE

- Hospitality Ministry volunteers take on different roles -- door greeters, a coffee bar attendants, and an attendant working the Welcome Center.
- The coffee bar is a more popular area than the Welcome Center - *perhaps this could be a more natural area for visitor engagement.*
- At the Welcome Center, attendants tended to get distracted by friends or people they knew and missed out on opportunities to engage with others.
- The Welcome Center tends to be the spot where people stop to put their things down in order to get coats on and ready themselves to leave, which can be confusing for an attendant to know who or how to engage.

IMPLICATIONS FOR PROJECT

The Coffee Bar is a more popular destination than the Welcome Center.

Although ministry volunteers and staff would likely identify the Welcome Center as more important than the Coffee Bar, actual visitors are showing what is a more important everyday touchpoint. This space near and around the Coffee Bar may be important to investigate in the new service.
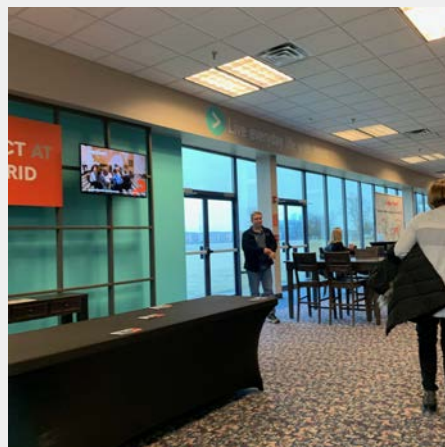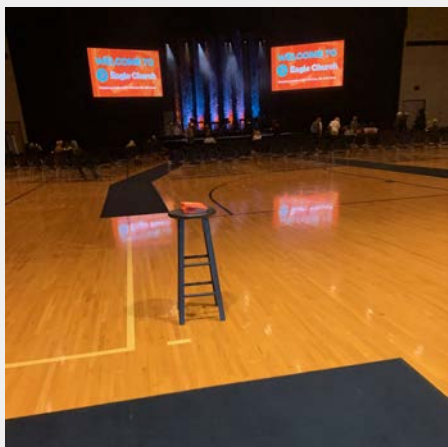
The Welcome Center lacks clarity in its goal and purpose for all stakeholders.

The Welcome Center is a combination of purposes: provide information about classes for members and regular attendees, provide ministry information to new visitors, and event related information and purchases.

GENERAL OBSERVATIONS AT EAGLE CHURCH

- Eagle separates the experience for new guests and general information gathering.
  - New guest information is positioned near the front door and has an attendant
  - General information is positioned further back in the lobby and has an attendant
- Eagle's lobby/open space doesn't have a clear flow or direction. The space is somewhat difficult to navigate through.

+ Guest parking spaces
+ Door greeters
+ Signage
  + Signage uses jargon that guests may not understand – "Connect at the Grid"
+ Small station for greeting new guests with attendant
  + Understated, so if it's busy, it's easy to miss
+ Church bulletin
+ Greeting guests during service
+ Coffee station
– Foyer/entryway area is a little small and makes it a little difficult for people to take in the experience
  – Much more enclosed than New Hope
  – Can be difficult to get to a "safe space" where you can observe

IMPLICATIONS FOR PROJECT

Prioritizing the location of different visitor touchpoints over others may be a viable way to better structure a service.

Giving guests information about where to go and how to get there is important as guests walk in. Giving guests information about how to get further connected and involved can be emphasized at a different location within the space.

LEBANON CHRISTIAN CHURCH

At Lebanon Christian, we will be an outpost of hope for people looking for clarity of life's purpose; health in their relationships; and freedom from addiction.
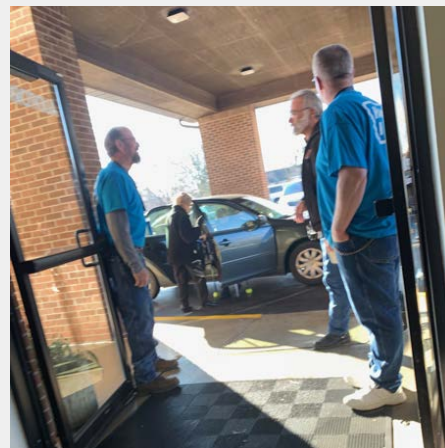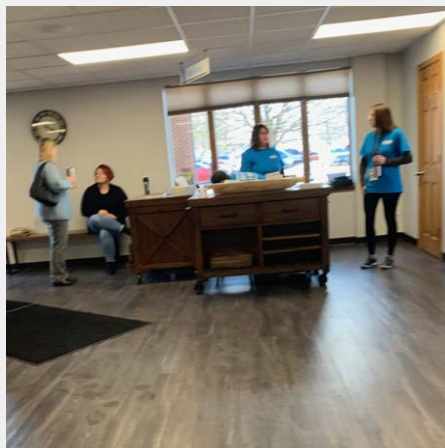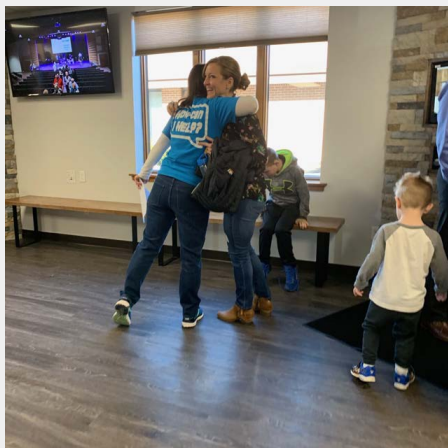
GENERAL OBSERVATIONS AT LCC

- Hospitality Ministry volunteers take on different roles -- door greeters (at building entrance doors and auditorium entrance doors) and attendants working the Information Center.
- Their many entryway is somewhat cramped and doesn't give visitors the opportunity to step aside and observe without being in the way
    - In the small entryway, there were at least 6 identified volunteers, which was slightly overwhelming
- Volunteers wore blue shirts that had "How can we help you?" on the back - these shirts clearly distinguished the volunteers from other church goers.

+ Guest parking spaces
+ Door greeters
+ Volunteers wearing t-shirts
    + Can be easily identified
    + Set apart from everyone else
+ Church bulletin
+ Greeting guests during service
    + Explain Connect Card
+ Thinking of and talking to guests when relevant
+ Coffee station
- Foyer/entryway area is a little small and makes it a little difficult for people to take in the experience
    - Much smaller than New Hope
    + However, it limits what people can focus on so they don't get overwhelmed

IMPLICATIONS FOR PROJECT

Easy to identify volunteers can take away some of the guesswork for visitors.

In a new church environment, the thought of a visitor having to search to find someone to answer their questions seems a little ridiculous. Visitors need to know exactly who to talk to and reach out to, without question.

TRADERS POINT CHRISTIAN CHURCH

At Traders Point, we are one church that gathers in multiple locations around the Indianapolis area to worship, learn more about Jesus and the Bible, and serve our local communities and partners around the world.
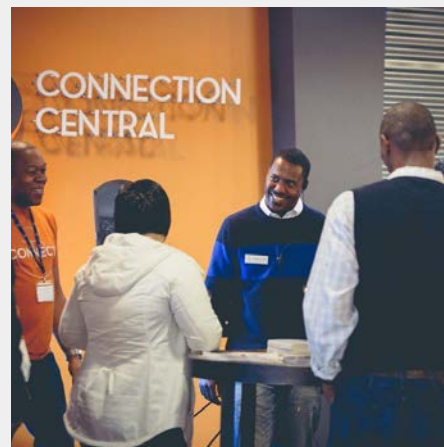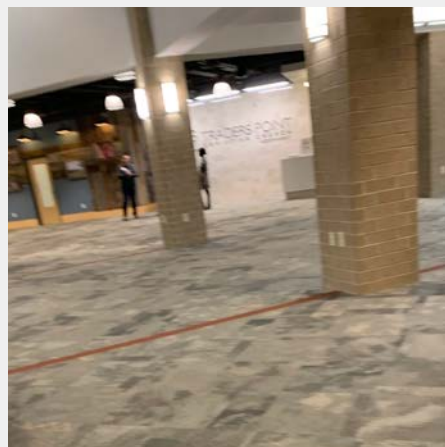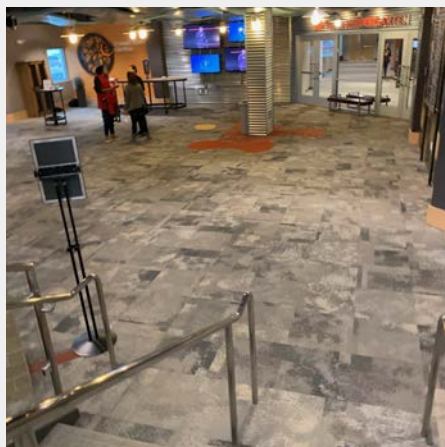
GENERAL OBSERVATIONS AT TPCC

- With Traders Point's size and available resources, information sharing is a streamlined and consistent experience.
  - Traders Point relies on information cards placed throughout the building, typically near entrances, as well as their website and social media presence to share information.
  - However, their size makes it difficult for new visitors to actually be seen or heard from week to week.
- Key hospitality volunteers wear t-shirts that help them to be easily identified as resources for new visitors.

+ Guest parking spaces
+ Door greeters
+ Volunteers wearing t-shirts
  + Can be easily identified
  + Set apart from everyone else
+ Church bulletin
+ Greeting guests during service
  + Explain Connect Card
+ Thinking of and talking to guests when relevant
+ Coffee shop (not free)
+ Separates information center from new guest information centers
  + Provides a focused experience

IMPLICATIONS FOR PROJECT

Visitors need to be able to access information without having to interact with someone.

Different visitors have different needs. Some visitors that are more private and introverted want to be able to gather information at their own pace, whereas others may prefer the help of a volunteer. A service needs to be respectful of what visitors need and want – and needs to be able to adapt to these differences.

SURVEY

☐ Greeting newcomers, clear outline of service/offerings, friendly & family welcoming atmosphere

3/12/2019 3:11 PM   View respondent's answers   Add tags ▼

☐ Materials for visitors explaining their service and easy to read signage.

3/11/2019 8:02 AM   View respondent's answers   Add tags ▼

☐ Be less fake and less emphasis on being extroverted.

WHAT I HOPED TO LEARN

Goal: Through the use of a survey, I hoped to get a broad foundation of what people, not just people who identified as Christians, would need and expect from a religious environment.

* 1. Have you ever attended a church service or place of worship?

○ Yes

○ No

* 2. Do you currently attend a church or place of worship?

○ Yes

○ No

* 3. What is your comfort level with church, religion, or places of worship?

Extremely Uncomfortable	Neutral	Extremely Comfortable

* 4. What could a church or place of worship do to help make you more comfortable in visiting?

* 5. What would you want to know about a church or place of worship before visiting?

* 6. If you were going to attend a new church or place of worship, would you do anything to prepare?

○ Yes

○ No

○ It depends

SURVEY QUESTIONS

1. Have you ever attended a church service or place of worship?
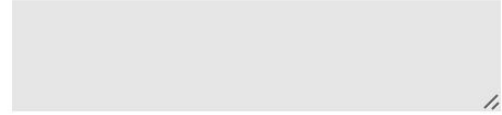2. Do you currently attend a church or place of worship?
3. What is your comfort level with church, religion, or places of worship?
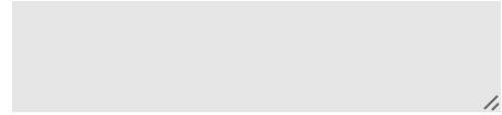4. What could a church or place of worship do to help make you more comfortable in visiting?
5. What would you want to know about a church or place of worship before visiting?
6. If you were going to attend a new church or place of worship, would you do anything to prepare?
7. What would you do to prepare?
8. As a new visitor at a church or place of worship, what types/level of interaction would you be comfortable with?
9. As a new visitor at a church or place of worship, who would you feel comfortable reaching out to to get your questions answered?
10. What is your preferred method to get your questions answered?

WHAT I DID LEARN

All survey respondents are familiar with churches or religious environments. It's likely that most Americans have had at least some type of interaction with a church or religious environment.

This means that most people are coming to a church with some level of expectations for the environment.

Have you ever attended a church service or place of worship?

Answered: 27   Skipped: 0
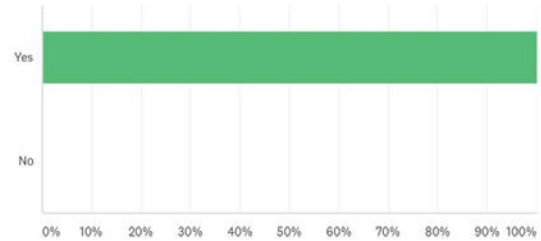
ANSWER CHOICES		RESPONSES	
▼	Yes	100.00%	27
▼	No	0.00%	0
	TOTAL		27

Do you currently attend a church or place of worship?

Answered: 27   Skipped: 0
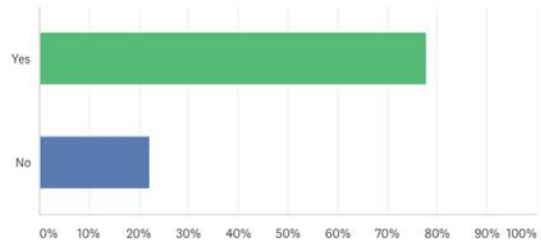
ANSWER CHOICES		RESPONSES	
▼	Yes	77.78%	21
▼	No	22.22%	6
	TOTAL		27

WHAT I DID LEARN

Of the respondents, the average level of comfort response was 77. However, 7 of the 27 respondents answered with 100, skewing the data to the right.

This means that, of the respondents, many most likely come from deeply committed faith backgrounds.

*This question and data probably aren't the most valid due to the question format type. A likert scale would have probably been more appropriate.

Q3

Customize   Save as ▾

What is your comfort level with church, religion, or places of worship?

Answered: 27   Skipped: 0

ANSWER CHOICES ▾	AVERAGE NUMBER ▾	TOTAL NUMBER ▾	RESPONSES ▾
Responses	77	2,071	27
Total Respondents: 27			
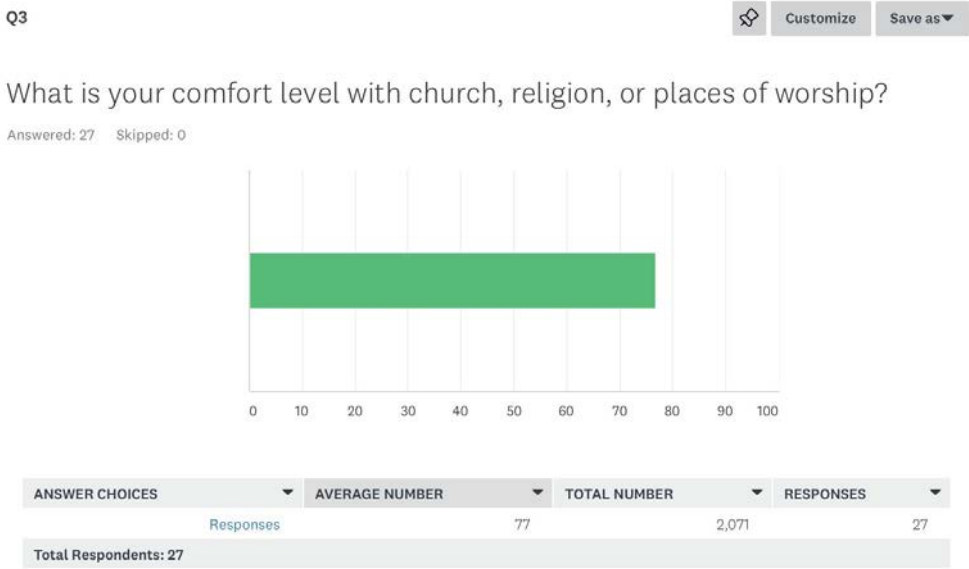
0	22	34	50	50	53	66	70	77
80	82	82	82	85	85	88	88	92
92	93	100	100	100	100	100	100	100

WHAT I DID LEARN

The responses to this question were a bit more polarizing - meaning it was more obvious which respondents were from religious backgrounds and which weren't.

Responses varied, but ultimately followed a theme of being about people - thinking of what would be comfortable and easy for a visitor to come in to.

What could a church or place of worship do to help make you more comfortable in visiting?

Answered: 27   Skipped: 0

Greeting newcomers, clear outline of service/offerings, friendly & family welcoming atmosphere

3/12/2019 3:11 PM   View respondent's answers   Add tags ▼

Materials for visitors explaining their service and easy to read signage.

3/11/2019 8:02 AM   View respondent's answers   Add tags ▼

Be less fake and less emphasis on being extroverted.

3/9/2019 8:32 PM   View respondent's answers   Add tags ▼

Currently living in a smaller area with a lesser community thus making it hard to put down roots at a place of worship

3/9/2019 9:29 AM   View respondent's answers   Add tags ▼

Acknowledging that I am new the first couple of times I visit. I want you to interact with me so I don't feel awkward or uncomfortable coming myself.

3/9/2019 1:16 AM   View respondent's answers   Add tags ▼

Not talk about religion specific God as all consuming and the only true God. Improve upon the preaching of religious practices relevant to today's times

3/8/2019 11:56 PM   View respondent's answers   Add tags ▼

Not be racist, homophobic, transphobic, anti-abortion, against women in leadership positions, judgmental, only for complementarian marriages, Republican, I could go on...

3/8/2019 10:07 PM   View respondent's answers   Add tags ▼

Have assistance at drop off area for handicapped or seniors so that driver can park. Doesn't have to be valet parking but someone to usher the person inside out of weather.

3/8/2019 7:16 PM   View respondent's answers   Add tags ▼

WHAT I DID LEARN

For this question, respondents were most interested in learning information about the weekly service and beliefs.

This means that, based on the respondents, that there is a certain amount of information that visitors expect to have before they even visit. However, that doesn't mean that the sharing of information isn't also important at church.

What would you want to know about a church or place of worship before visiting?

Answered: 27   Skipped: 0

Do they have women, POC (people of color), or LGBTQ people in leadership roles? Ratio of generations, more old or more young people? Does their music suck/does all the music sound the EXACT same?

3/8/2019 10:07 PM   View respondent's answers   Add tags ▼

Denomination. Service times. Expected attire such as traditional or casual. Security with daycare/nursery

3/8/2019 7:16 PM   View respondent's answers   Add tags ▼

Their core doctrine, worship style, adult ministries they offer, mission involvement.

3/8/2019 5:33 PM   View respondent's answers   Add tags ▼

The above ^ that it is not segregating based on beliefs, but just trying to make a better world for EVERYONE.

3/8/2019 4:31 PM   View respondent's answers   Add tags ▼

- Their beliefs - Engagement opportunities outside of Sunday services (small groups, community projects, mission trips etc.)

3/8/2019 4:30 PM   View respondent's answers   Add tags ▼

Core beliefs and basis for those beliefs

3/8/2019 3:18 PM   View respondent's answers   Add tags ▼

times of service, amount of attendees

3/8/2019 12:36 PM   View respondent's answers   Add tags ▼

What to expect (length, attire, style, etc.)

3/8/2019 12:32 PM   View respondent's answers   Add tags ▼

WHAT I DID LEARN

Most respondents would prepare before attending a new church or place of worship, depending on their level of comfort. Most often, respondents would check out the website or talk to someone who already attends to prepare.

This means that, for the respondents, the website is a key touchpoint in the overall customer journey.

If you were going to attend a new church or place of worship, would you do anything to prepare?
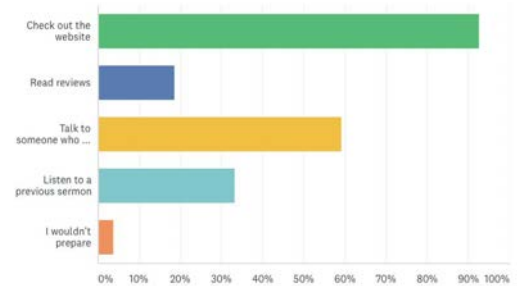
Answered: 27   Skipped: 0
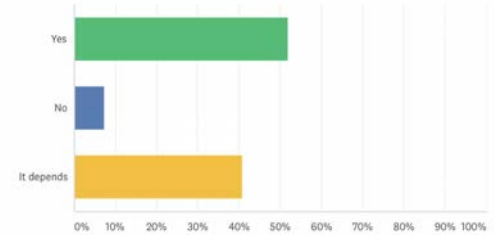
ANSWER CHOICES	RESPONSES	
Yes	51.85%	14
No	7.41%	2
It depends	40.74%	11
TOTAL		**27**

What would you do to prepare?

Answered: 27   Skipped: 0

ANSWER CHOICES	RESPONSES	
Check out the website	92.59%	25
Read reviews	18.52%	5
Talk to someone who is a member / regular attendee	59.26%	16
Listen to a previous sermon	33.33%	9
I wouldn't prepare	3.70%	1

WHAT I DID LEARN

As a new visitor, most respondents would prefer to be greeted and acknowledged, but not overly engaged. Respondents wanted to be able to engage and reach out to people when they were comfortable doing so.

This means that, based on the respondents, it's important to implement a service that makes volunteers accessible to visitors, but doesn't force visitors to engage.

As a new visitor at a church or place of worship, what types/level of interaction would you be comfortable with? (Ex. I'd prefer to be acknowledged/greeted, but I don't want to have intense conversations)

Answered: 27   Skipped: 0

Greeted, acknowledged and clear information on what to do or who to contact if I wanted more information

3/12/2019 3:11 PM   View respondent's answers   Add tags ▼

I prefer to be greeted and to know where I can ask for help/more information if I am interested.

3/11/2019 8:02 AM   View respondent's answers   Add tags ▼

Leave me alone. I really hate the whole "greeting" thing in the service. I'll engage when I want to.

3/9/2019 8:32 PM   View respondent's answers   Add tags ▼

Greetings on entry possibly seats saved and check in after serve with the pr/hr person and figure out how to join or what next steps are

3/9/2019 9:29 AM   View respondent's answers   Add tags ▼

Not greeted with excessive enthusiasm as that seems pretentious and overbearing but be subtle about the greetings. Surely not interested in having intense conversations.

3/8/2019 11:56 PM   View respondent's answers   Add tags ▼

Acknowledged. Maybe identified as new by members. NOT be forced to have conversation unless I show interest.

3/8/2019 10:07 PM   View respondent's answers   Add tags ▼

Don't hug me. We just met.

3/8/2019 7:16 PM   View respondent's answers   Add tags ▼

Greeted. Acknowledged in service but not singled out.

3/8/2019 5:33 PM   View respondent's answers   Add tags ▼

I'm not sure, it depends

3/8/2019 4:31 PM   View respondent's answers   Add tags ▼

Greeted and provided information if I seek it out.

3/8/2019 3:18 PM   View respondent's answers   Add tags ▼
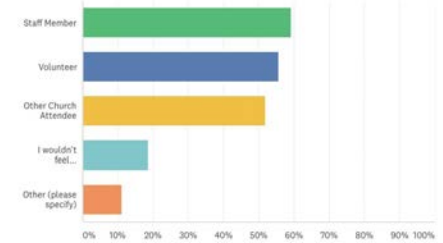
WHAT I DID LEARN

The respondents felt pretty comfortable reaching out to different types of people with their questions, although they'd prefer to use digital methods (email, website).

This means that, based on these respondents, it is important for volunteers to be accessible and identifiable to visitors with questions.

ANSWER CHOICES	RESPONSES	
Staff Member	59.26%	16
Volunteer	55.56%	15
Other Church Attendee	51.85%	14
I wouldn't feel comfortable reaching out to an actual person.	18.52%	5
Other (please specify)	Responses 11.11%	3

Total Respondents: 27

What is your preferred method to get your questions answered? (1 - most preferred, 5 - least preferred)

Answered: 27   Skipped: 0
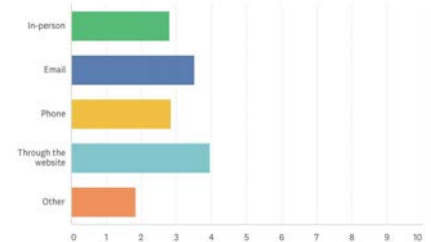
	1	2	3	4	5	TOTAL	SCORE
In-person	14.81% 4	14.81% 4	29.63% 8	18.52% 5	22.22% 6	27	2.81
Email	18.52% 5	33.33% 9	29.63% 8	18.52% 5	0.00% 0	27	3.52
Phone	3.70% 1	29.63% 8	18.52% 5	44.44% 12	3.70% 1	27	2.85
Through the website	55.56% 15	14.81% 4	11.11% 3	7.41% 2	11.11% 3	27	3.96
Other	7.41% 2	7.41% 2	11.11% 3	11.11% 3	62.96% 17	27	1.85

IMPLICATIONS FOR PROJECT

These survey results helped highlight visitor's aversion to being overly engaged and interacted with.

In a new service design, it's important to consider how you can create a service that makes volunteers accessible and present without being overwhelming.
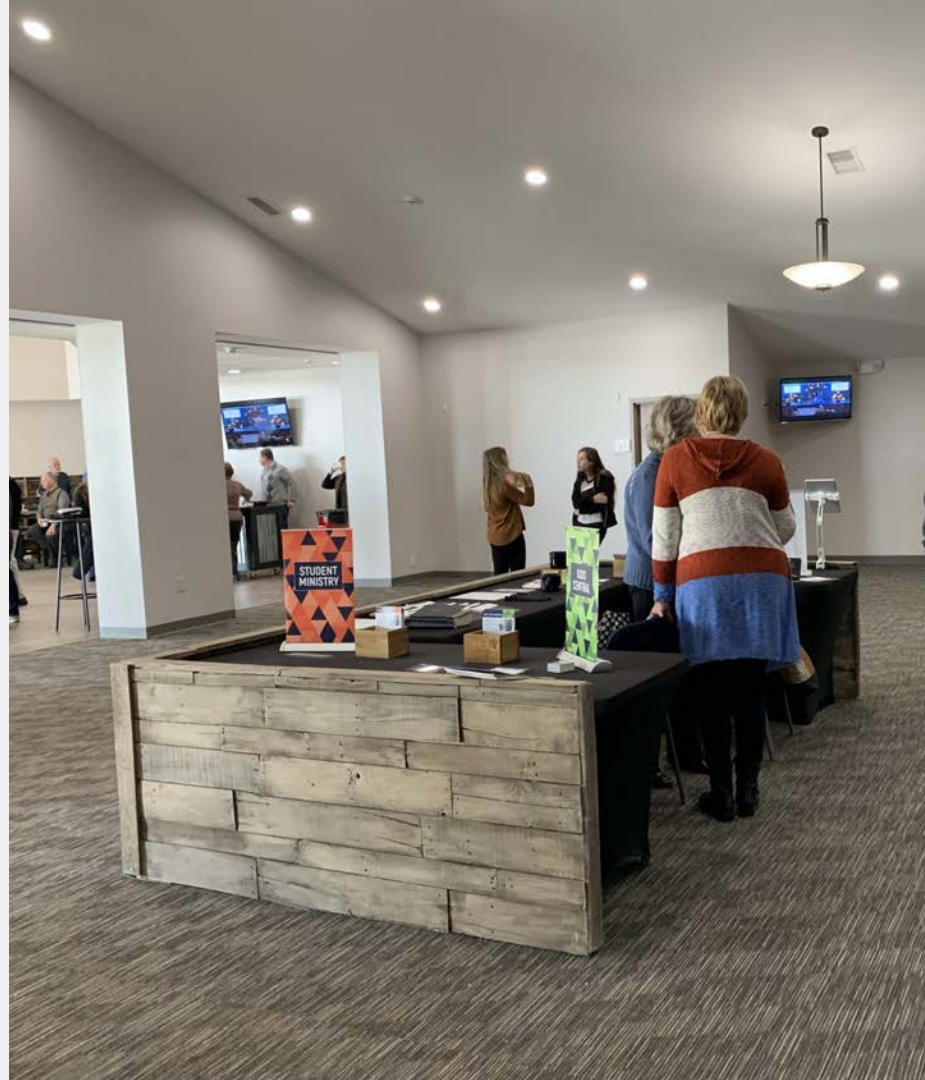
INTERVIEWS

INTERVIEW WITH HOSPITALITY MINISTRY VOLUNTEER

Mike P.

"One of my urges [as a volunteer] is to make it feel like it's home to them, make it feel like it's a safe place for them, and it really begins with the first impression."

+ Began serving as an opportunity to meet new people
+ Hospitality and greeting is such an important part of the church experience
+ Want people to feel like this is home and that this is a safe place
+ First impression of New Hope is good – but inconsistent. The level of service varies each week.
+ Welcome Center is lacking in its current setup
+ Most new people that ministry workers meet is by approaching
+ Recruiting volunteers is a really difficult experience.
    + A lack of volunteers contributes to the inconsistent service.

INTERVIEW WITH CHURCH STAFF & HOSPITALITY MINISTRY VOLUNTEER

Kyle K.

"I think it's important that everyone be at least spoken to when they come in and they feel comfortable."

"As long as [guests] let us know the needs, we meet the needs."

+ Some people want to be anonymous when they're checking out a church, but there still should be some level of interaction/welcome
+ The doors and the foyer space are really important touch points for initial interactions
+ New people aren't coming up to the Welcome Center – it's mostly people who've been at New Hope for a while
    + It's okay if people aren't stopping by, because you're respecting their comfort level with the interaction
+ Different understanding of level of interaction between staff and ministry
    + Hospitality Ministry waits on instructions from staff
+ Visitors aren't able to get the information they need from the Welcome Center
    + Related brochures/information sheets where they can learn about information in their own time

INTERVIEW WITH LEAD MINISTER AT CHURCH

Rob J.

"What would it mean for hospitality to be really lived out beyond the hour and a half that you're here?"

"How long does it take somebody to figure out what we value from the moment they come in? What is the gap between my first time in your building to answering the question 'What is important to New Hope?'"

+ The role of the Hospitality Ministry is different to the different stakeholders
    + Guest, volunteer, and church
+ We keep visitor engagement simple.
+ We make ministry leaders accessible.
+ Creating change at New Hope has to be at an accessible pace.
    + Not trying to do everything at once, but also not going so slow
+ Front door is the most important touchpoint at this point
    + Nobody wants to come in and be confused
    + Catching them as they come in is vital
+ Starting Point would be a good opportunity for feedback

INTERVIEW WITH HOSPITALITY MINISTRY VOLUNTEER

Ashley L.

"It wasn't just sitting behind a desk, it was you stand out there and you engage the people that are walking in. Be intentional about that."

"Instantly, that was a human connection."

+ Started at Connection Pointe and got involved with their ministry – really liked how they engaged people.
+ New Hope is small enough that it needs to be welcoming.
    + There was a disconnect at the entrance.
+ Recruiting is a huge challenge.
    + People think it might be more work than it is, so they don't get involved
+ Doors and Welcome Center are the important touchpoints
+ Welcome Center or first connection needs to be more obvious

INTERVIEW WITH NEWER CHURCH VISITOR

Kim H.

"It's nice that [the lead minister] knows my name. It's nice that we can talk to him."

"There is a very fine line between things being comfortable, or too posh, or over the top."

+ New Hope is friendly and warm
+ Relied on people she knew at New Hope to find out where to go
+ Prefers an environment that is comfortable and understated versus something that is posh.
    + Where/how is the church spending their money?
+ Hasn't yet felt the need to reach out to the Welcome Center or other ministry touchpoints.
    + Wants to be able to learn more when she's ready

INSIGHTS FROM INTERVIEWS

There isn't a clear understanding of the relationship between the staff and the Hospitality Ministry.

How do a new service and its respective responsibilities get communicated to the necessary individuals?

In its current setup, the Welcome Center isn't providing a consistent experience.

How can New Hope create consistency with variable volunteers?

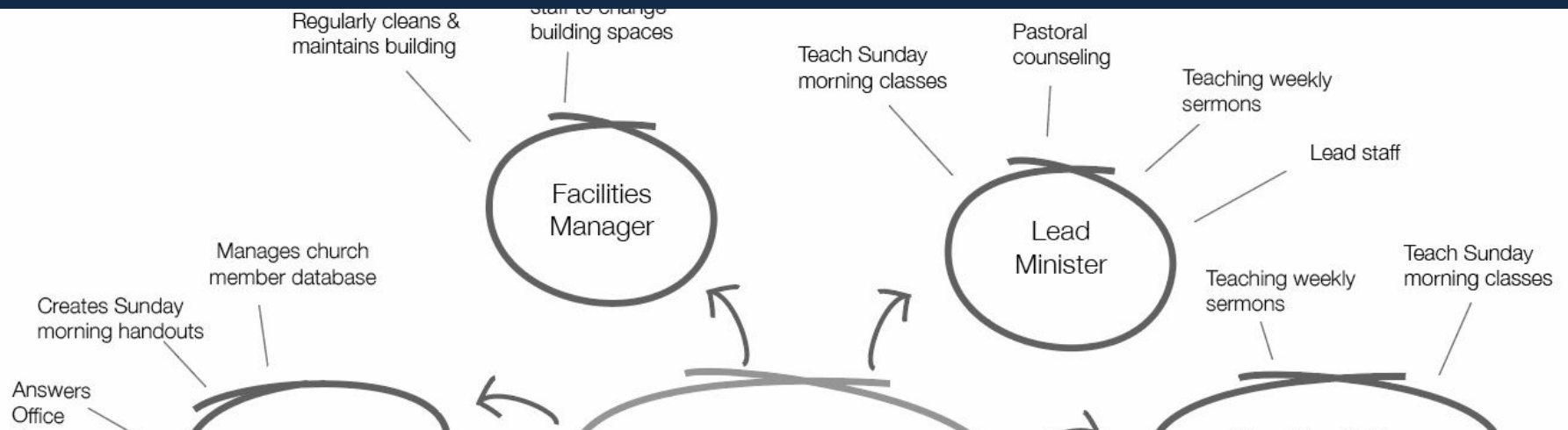New people aren't the people who are regularly stopping by the Welcome Center.

How do you give people the spaces they need to connect and get the information they're looking for?

NEW DESIGN QUESTION

How might a new service provide visitors with the information they're looking for?

STAKEHOLDER MAP

STAKEHOLDER MAP

At a high level, the stakeholder map shows what stakeholders are involved in a project and how they relate to each other. For this project, there are three main types of stakeholders: Hospitality Ministry Volunteers, Staff, and Church People.
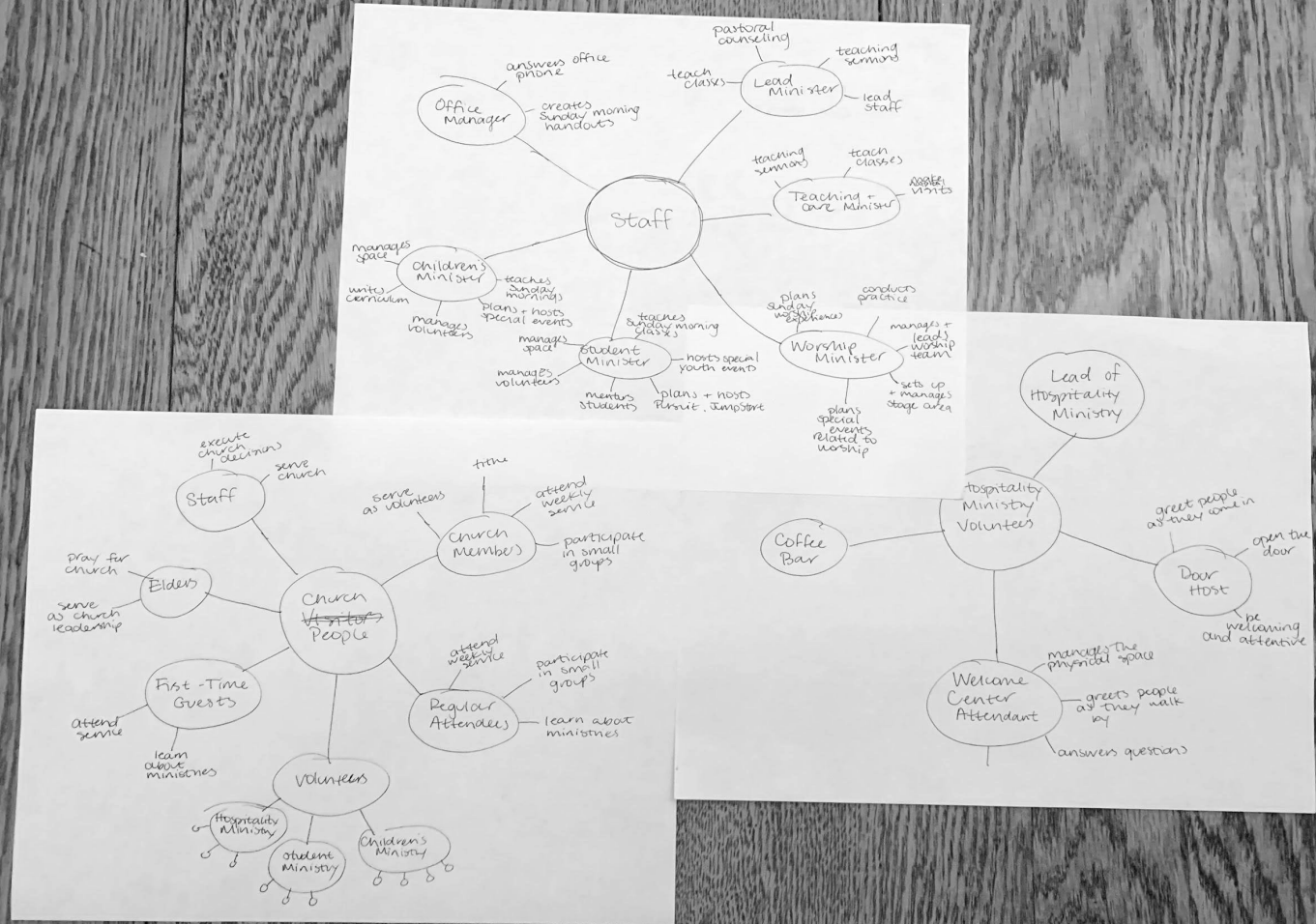
STAFF

Staff work in various capacities to ensure a successful experience for all visitors. These various staff members have different areas of focus. In relation to new visitors, the Facilities Manager and Lead Minister are likely to be the most important.
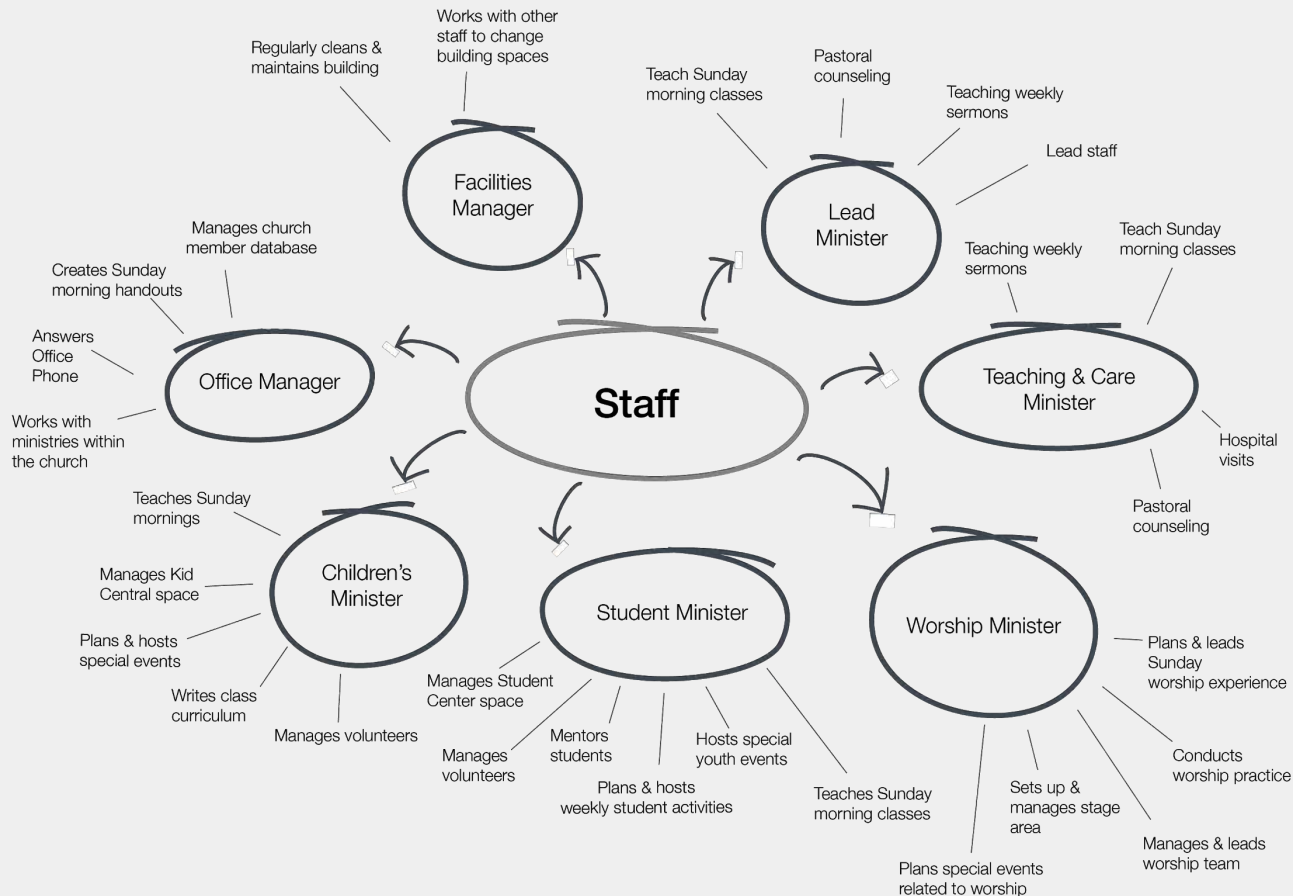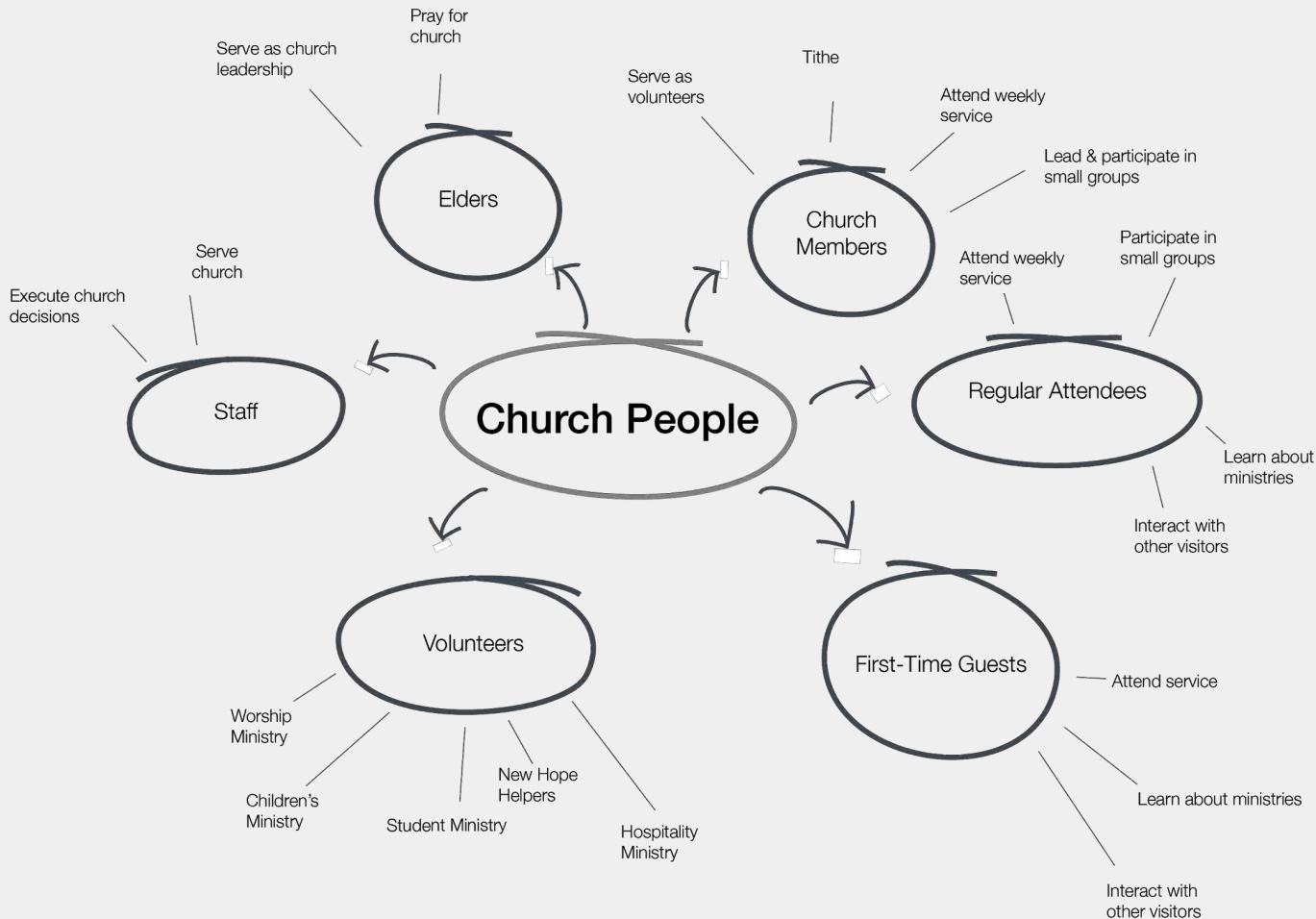
HOSPITALITY MINISTRY VOLUNTEERS

There are different kinds of Hospitality Ministry volunteers that work with the different touchpoints. The Lead of Hospitality Ministry is, in this case, the least visible volunteer.

Hospitality Ministry Volunteers

Lead of Hospitality Ministry
- Manages direction of ministry
- Recruits volunteers
- Discusses plans with staff
- Schedules volunteers
- Plans and leads meetings

Door Host
- Greet people as they come in
- Open the door for guests
- Be welcoming and attentive
- Help older guests out of their cars

Coffee Bar Attendant
- Refills donuts
- Refills drink offerings
- Refills cups and spoons
- Greets and interacts with guests
- Keeps the area clean and clear

Welcome Center Attendant
- Manages the physical space
- Greets people as they walk by
- Answers questions
- Replenishes flyers & documents
- Directs people to what they're looking for
- Signs individuals up for events

CHURCH ATTENDEES

Very broadly, there are many different kinds of church attendees. For the focus of this project, we've already established that staff and Hospitality Ministry volunteers are of key importance. But first time guests and regular attendees (who still need information), are the users of the service.

STAKEHOLDER MAP

In this initial version of my stakeholder map, I outlined the overall different type of stakeholder: Hospitality Ministry Volunteers, Staff, and Church People (very broad). I then outlined some of their behaviors, responsibilities, and actions on a Sunday morning and then highlighted their relationship to each other.
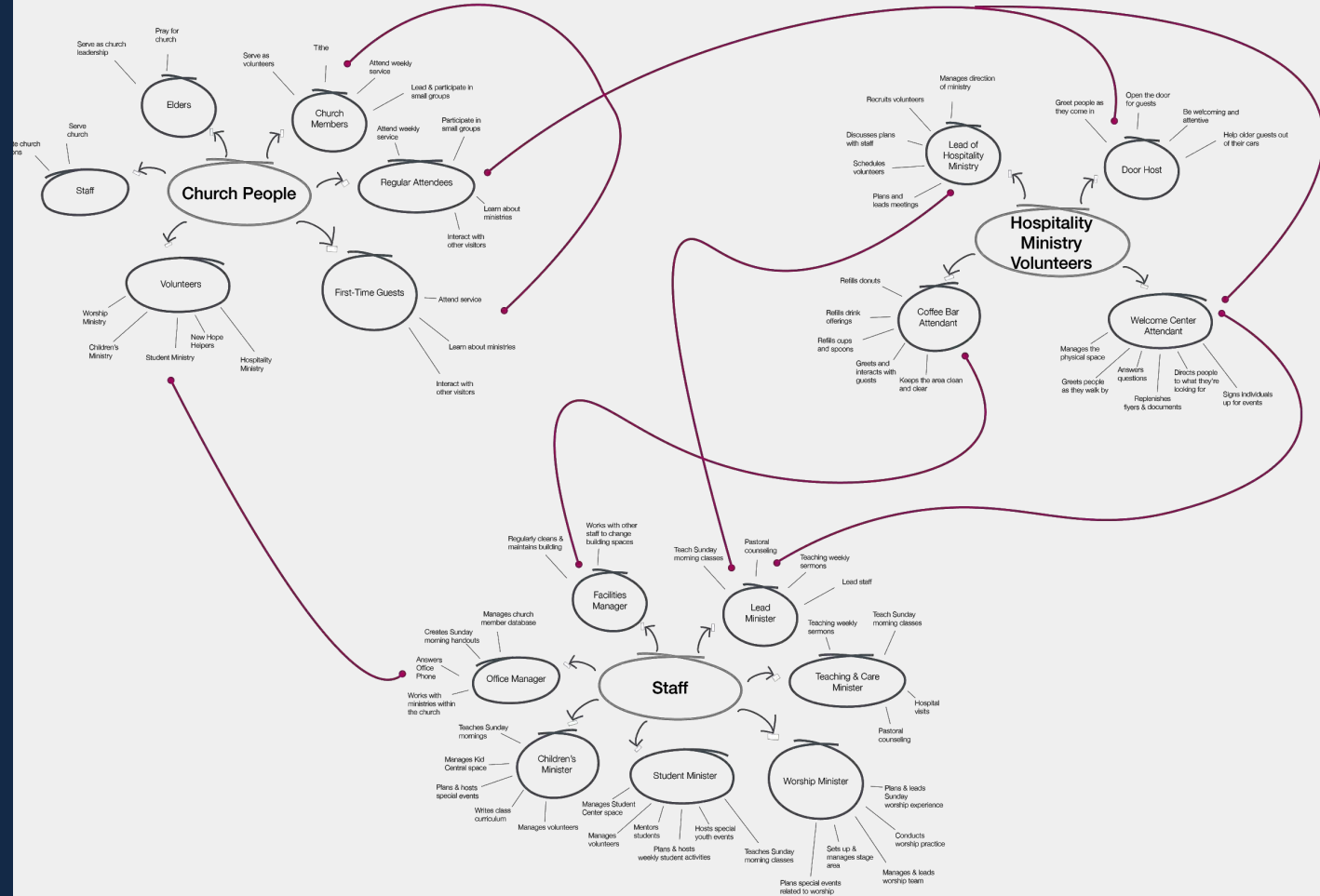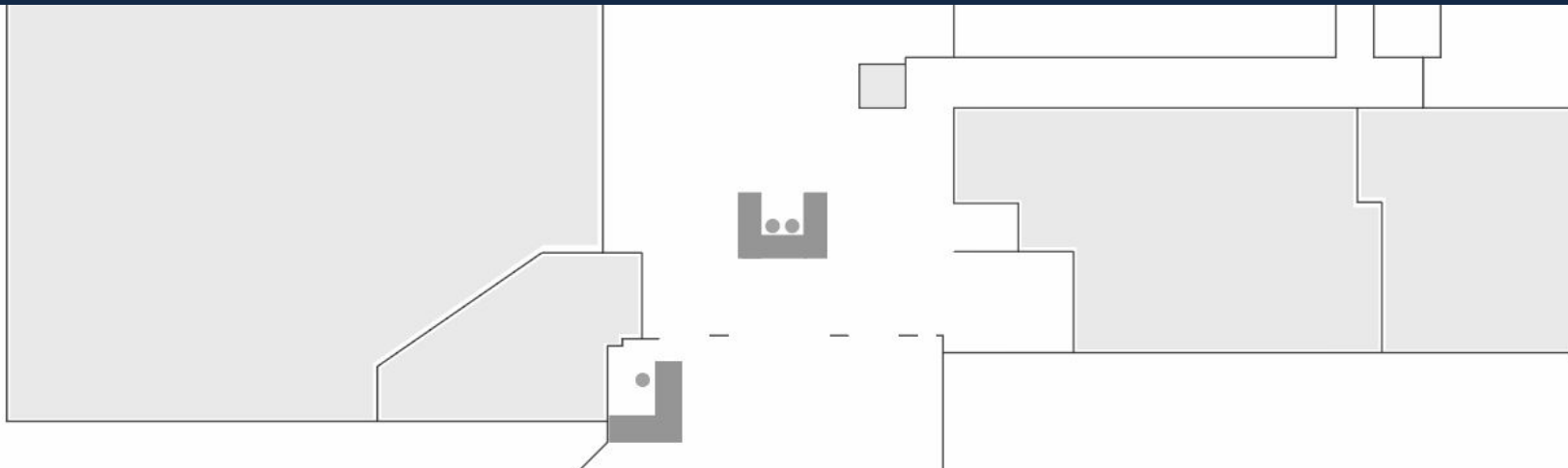
IMPLICATIONS FOR PROJECT

The Stakeholder Map works to highlight the relationship between the Hospitality Ministry, which is my main focus, and the other stakeholders. Through this map, I can more clearly see the relationship between the different stakeholders and their actions in the given service.
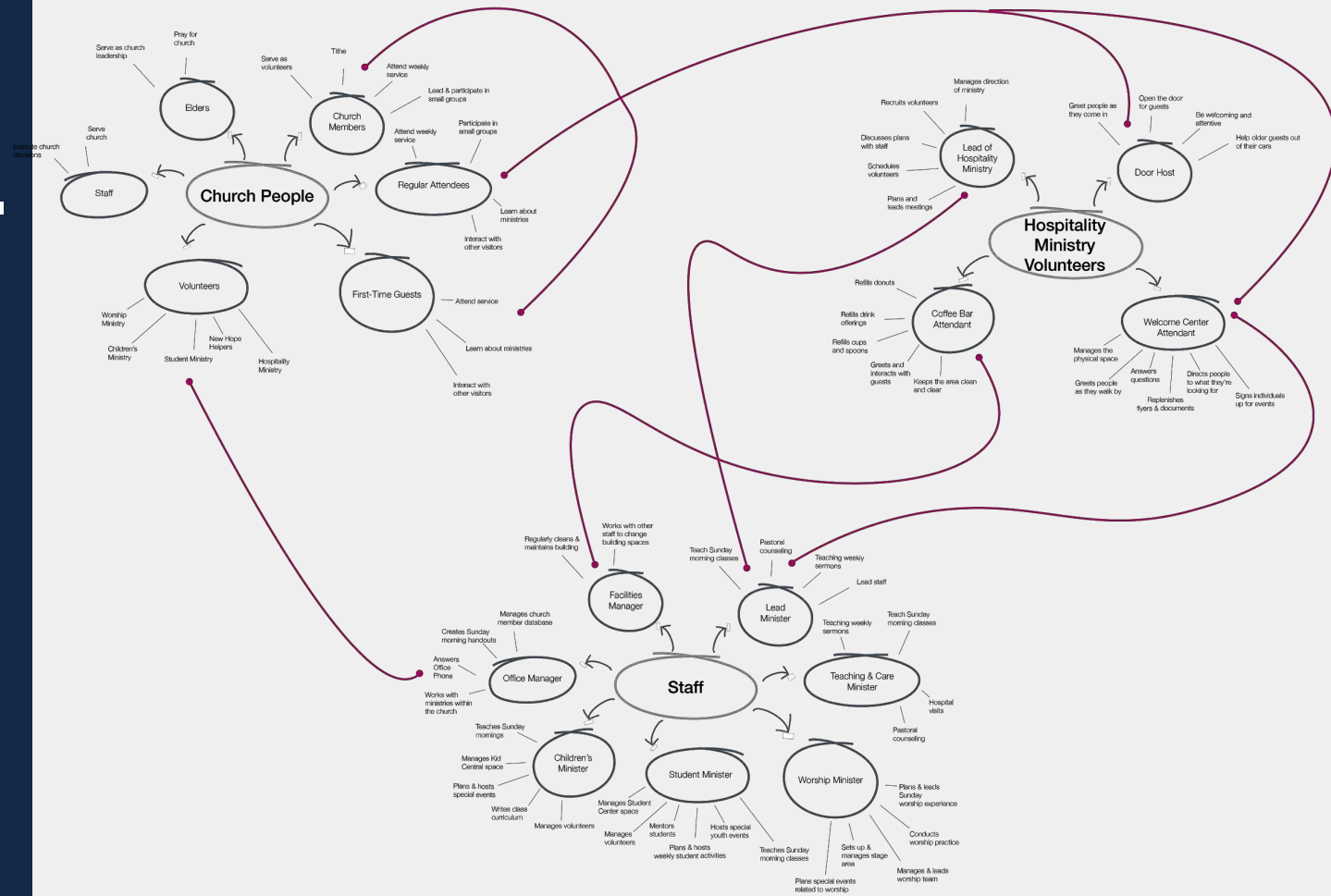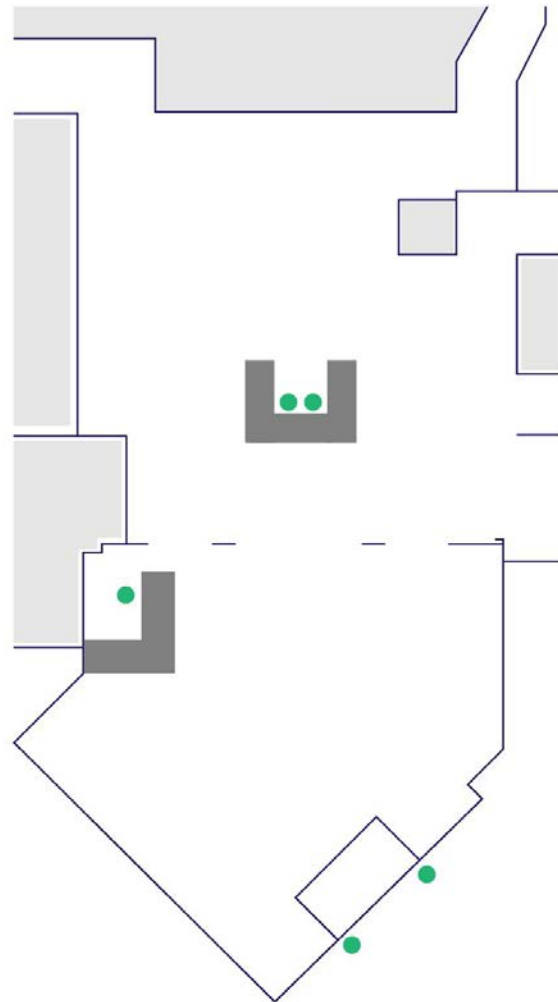
MAPPING OUT CURRENT SERVICE DESIGN

CURRENT
SERVICE DESIGN

Goal: In the existing service design structure, the goal is to give guests a person to interact and engage with.

With a friendly face, visitors can feel seen and heard.

CURRENT SERVICE DESIGN

In the existing service design used by the Hospitality Ministry, there are three main touchpoints that are focused on: the **Front Doors**, the **Coffee Bar**, and the **Welcome Center**.

At these touchpoints, there are volunteers that work to greet and engage visitors. The number of volunteers can vary week to week.

Welcome Center: 1-2 volunteers
Coffee Bar: 1-2 volunteers
Front Doors: 2-3 volunteers
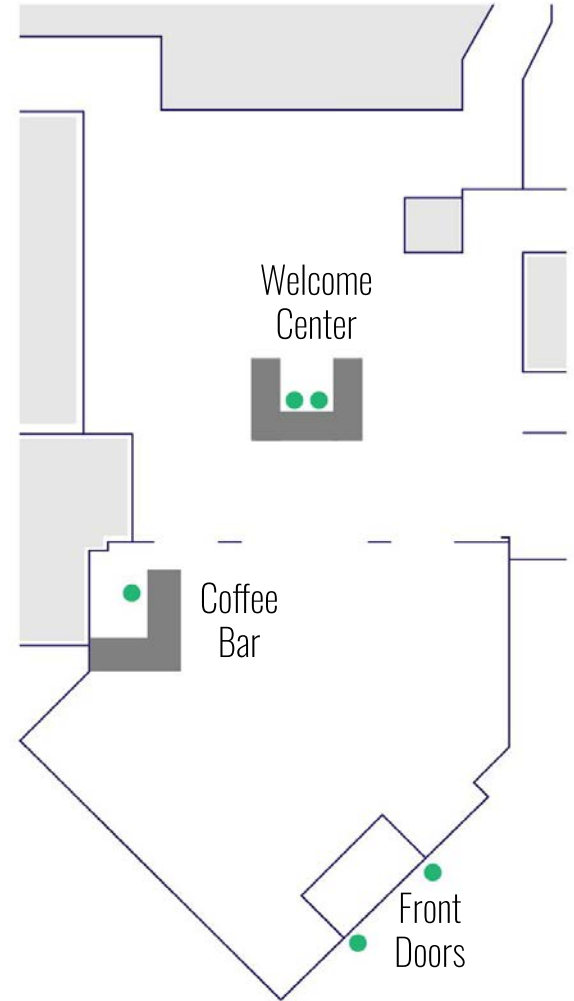
Welcome Center

Coffee Bar

Front Doors

FRONT DOORS

The Front Doors are the first physical interaction a guest can have with New Hope. As such, the Front Doors are an important opportunity to engage with visitors as they enter the building.

From a Hospitality Ministry perspective, volunteers at the Front Doors are there to greet all as they enter and leave, open doors, and assist visitors inside if needed.

COFFEE BAR

The Coffee Bar provides a point of comfort for visitors as they come in to the church space. The coffee bar allows visitors to walk in, get a cup of coffee, and take a moment to assess the physical space.

From a Hospitality Ministry perspective, volunteers at the Coffee Bar are there to interact with visitors when appropriate and replenish the selection.
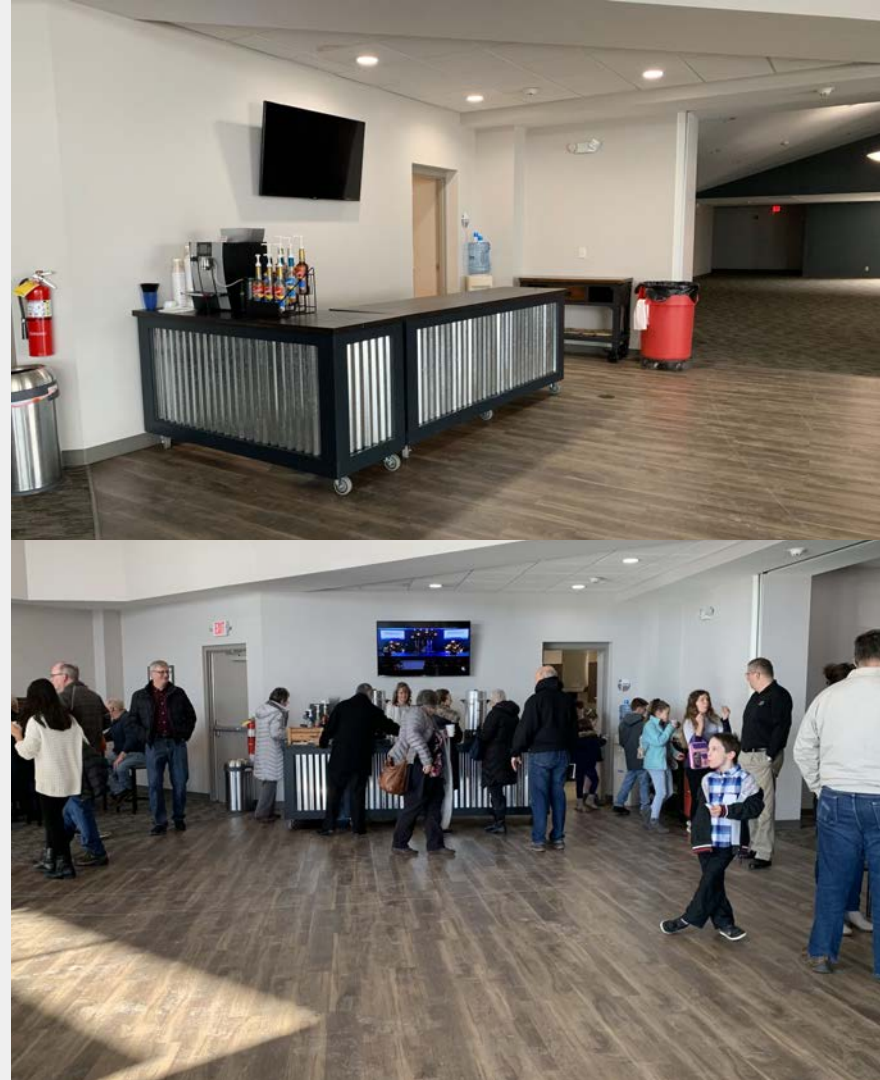
WELCOME CENTER

The Welcome Center is the source of information about ministries, class offerings, upcoming events, and more. The Welcome Center is designed as the destination for visitors and members alike to learn more.

From a Hospitality Ministry perspective, volunteers at the Welcome Center are there to answer questions and interact with people who come up to the booth.

DESIGN WORK

CODING CURRENT HOSPITALITY MINISTRY TOUCHPOINTS
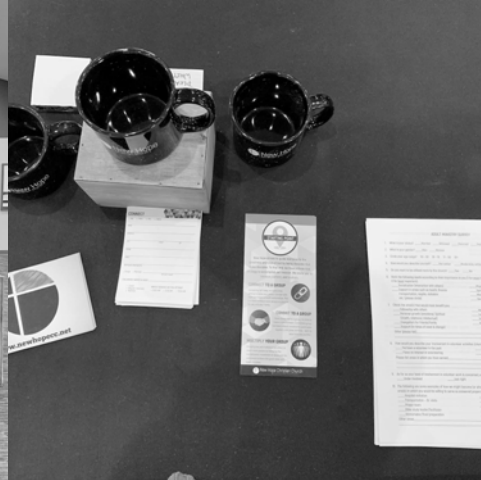
FRONT DOORS

Double Set of Doors: allows to control temperature and keep visitors comfortable.

Volunteers: at minimum, posted at both sets of outside doors. If other volunteers are available, inside doors are also manned.

COFFEE BAR

Non-coffee options

Snacks

Coffee

Hot Water

COFFEE BAR

Volunteers

Flavored Coffee Options

Creamer

Donuts

Bananas
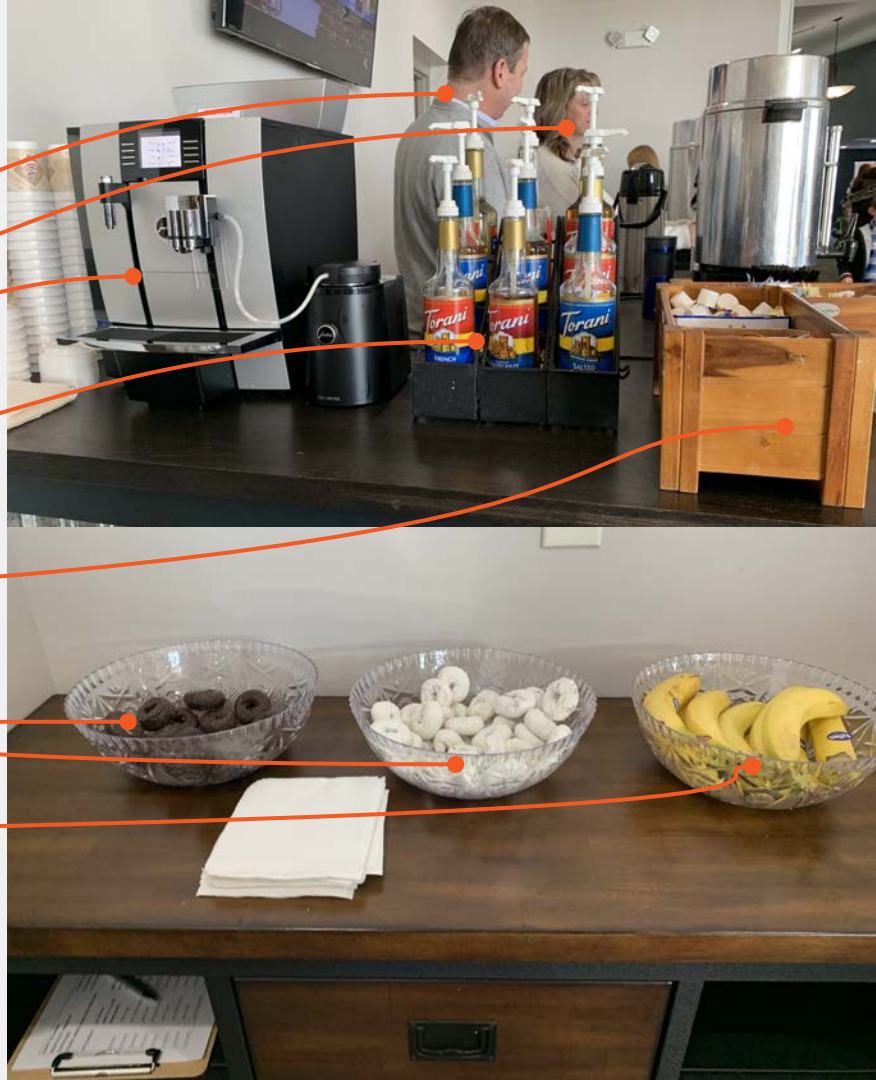
WELCOME CENTER
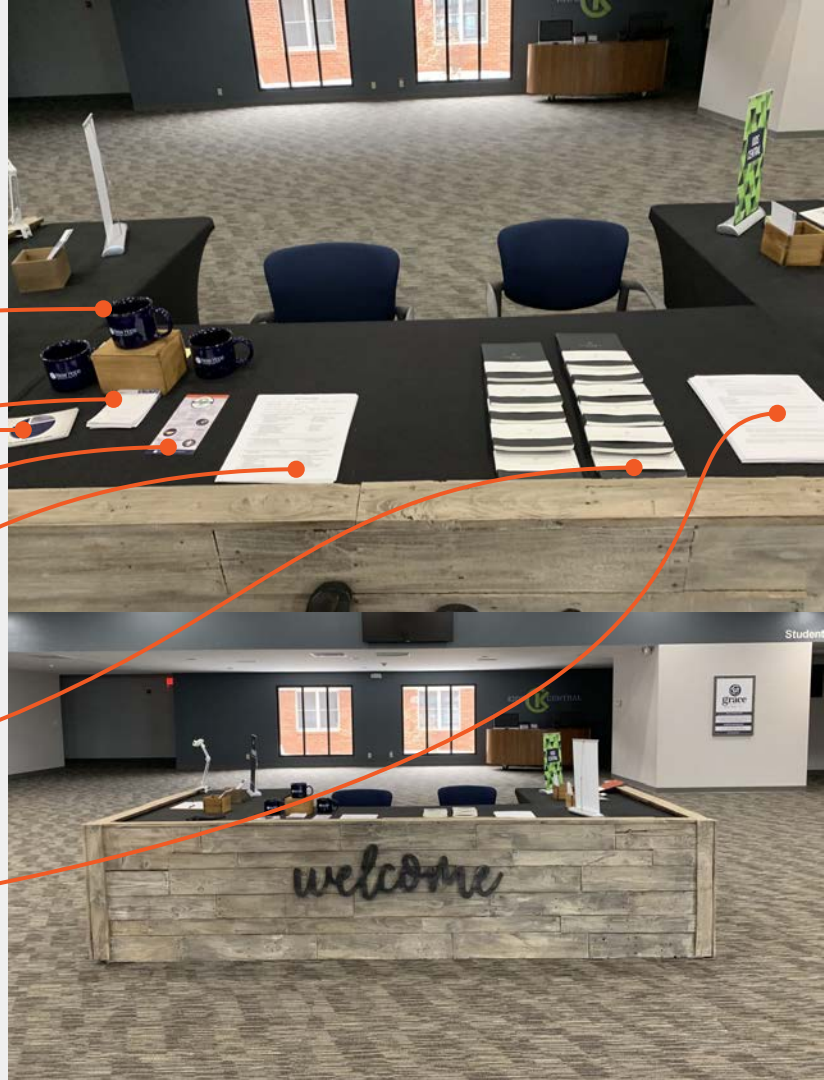
New Visitor Gift

Postcard

Connect Card

Starting Point Card

Sermon Booklets

Survey

WELCOME CENTER

Ministry Signs

Meet Your Minister cards

Social Media Cards

Event Information

Ministry Information cards
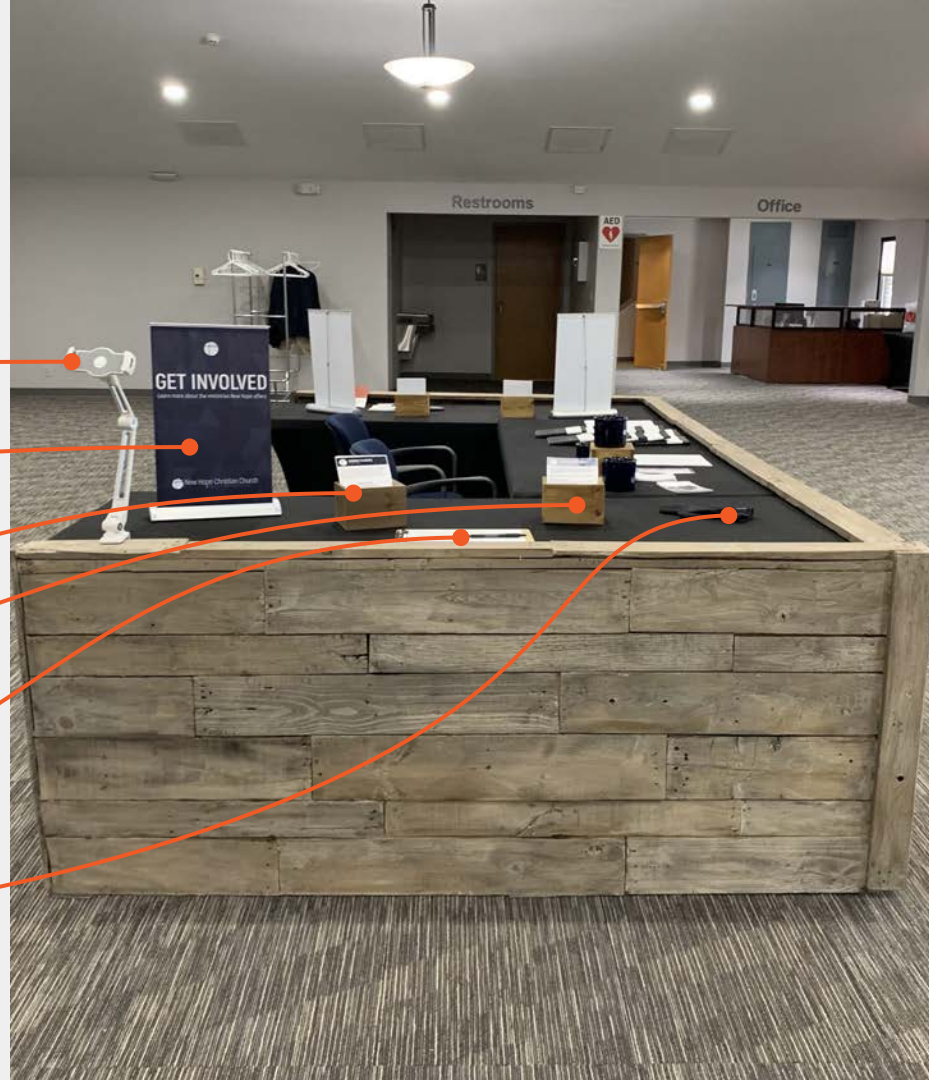
Left Items

WELCOME CENTER

Tablet Holder

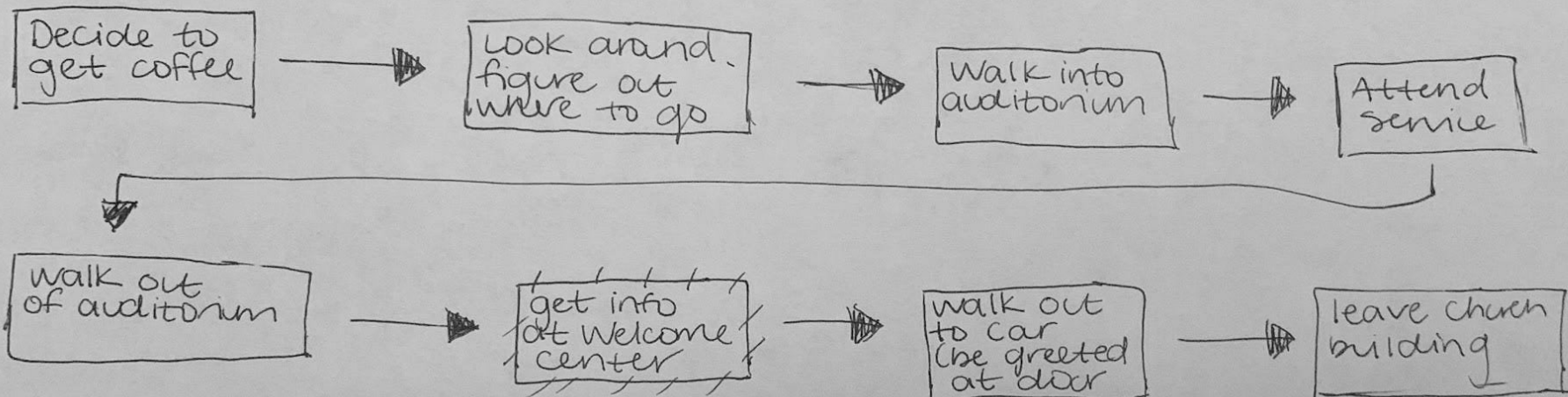Get Involved Sign

Sunday Classes cards
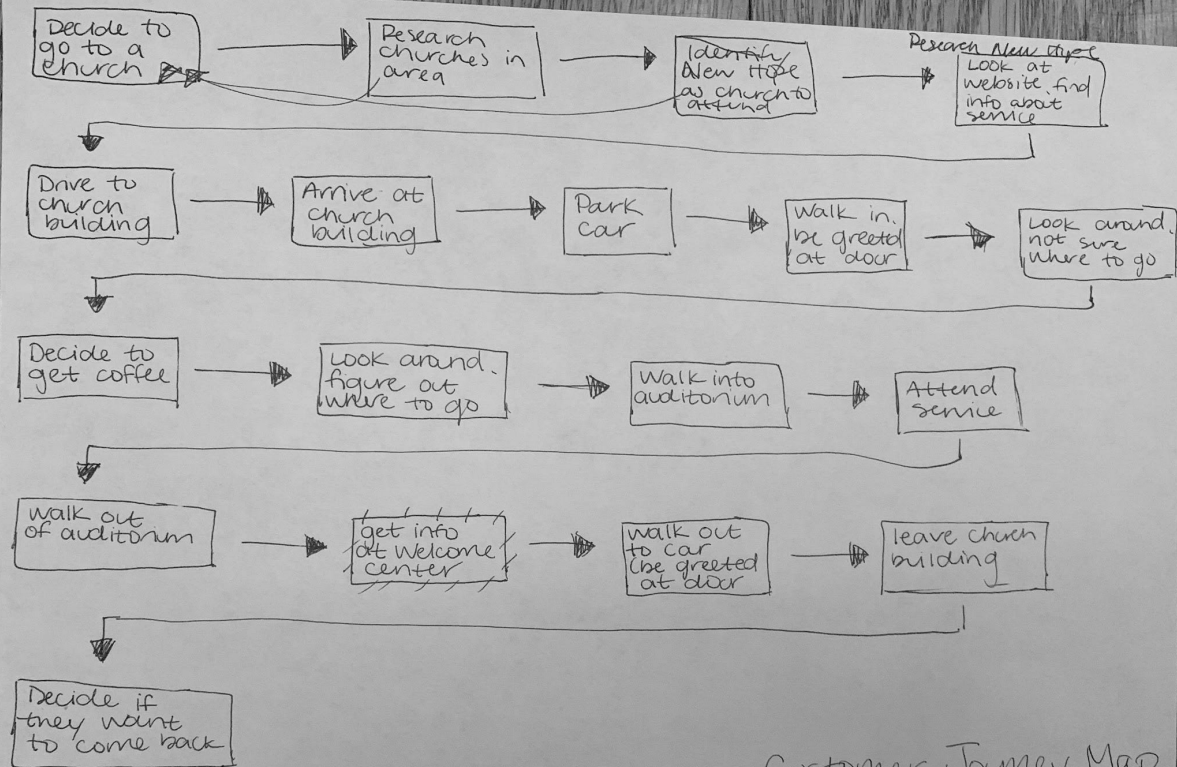
D-Group cards

Facilities Cleaning Sign-up

Lost Glove

USER JOURNEY MAP

USER JOURNEY MAP

USER JOURNEY MAP
PRE-SERVICE DESIGN

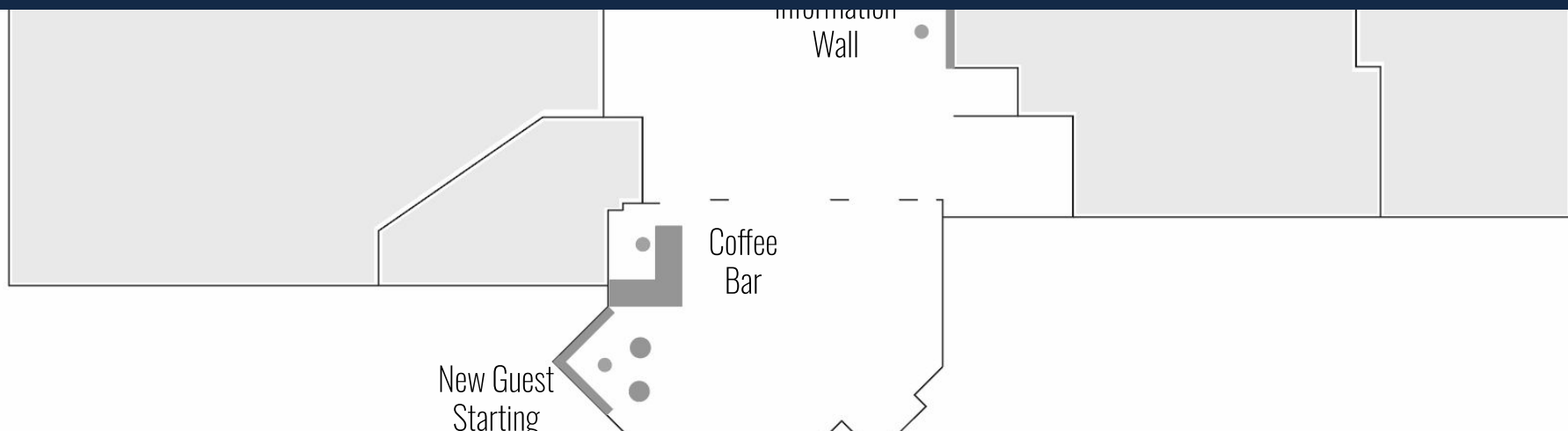|	DECIDE			EXPERIENCE								RETURN	
	Become Aware	Become Informed	Make Decision	Arrive at church building	Walk in to church building	Figure out where to go	Get coffee	Figure out where to go	Attend service	Get info at Welcome Center	Leave church building	Reflect on Visit	Decide to Return
Actions	Make decision (individual or with group) to go to church on Sunday	Research churches in area	Based on research, make decision of what church you want to attend	Drive to church, enter parking lot, and park car	Walk in Main Entrance of church building	Walk around the church space	Stop at Coffee Bar while figuring out space	Look for signage or people walking into auditorium	Walk into auditorium and select seats	Interact with volunteers and ask questions	Walk out to car and leave church building	Think of interactions and overall service	Make decision about returning to church
Feelings	Determined	Overwhelmed	Anxious Excited	Anxious Excited	Anxious Excited	Anxious Lost Unsure	Anxious Lost Unsure	Lost Unsure	Calmer	Nervous Overwhelmed	Drained	Reflective	Reflective
Desired Outcomes	Become more involved	Want to have the best experience possible	Get through this part as quickly as possible	Have a good overall experience	Guest is greeted and confident in where to go	Get to the auditorium as quickly as possible	Get beverage and possible snack that will help me feel comfortable	Figure out where to go quickly with little trouble	Take in service with minimal distrac-tions and meaning-ful interactions	Get info that I want and have an easy and pleasant interaction	Feel good about overall visit and have an easy experience leaving	Remember NHCC as a positive experience and want to go back	Remember NHCC as a positive experience and want to go back
Pain Points	Overwhelmed by decision, feeling pressured	Multiple websites required to decide, not knowing what to decide	Difficult decision	Traffic, lack of parking spaces, lack of clear directions	Unwelcome environment	Lack of signage, lack of assistance	Messy environment, crowded, didn't have what I wanted	Lack of signage, lack of assistance	Rude visitors, lack of welcome, hateful message	Volunteer wasn't there to talk to me, didn't have info I wanted	Busy parking lot, rude visitors, lack of courtesy	Negative aspects of experience outweighing positive aspects	Negative aspects of experience outweighing positive aspects
Touchpoints	Website, Feedback from Others, Social Media	Website, Feedback from Others, Social Media	Website, Feedback from Others, Social Media	Building	Volunteers greeting at Front Doors, Building	Wayfinders, random visitors	Coffee Bar, Hospitality Ministry Volunteer, other visitors	Wayfinders, random visitors	Staff, other visitors, handouts	Hospitality Ministry volunteer, handouts	Front Doors, Building, parking lot	Website, conversations with individuals	Social Media, Feedback from Others

USER JOURNEY MAP
PRE-SERVICE DESIGN

|	DECIDE			EXPERIENCE							RETURN	
	Become Aware	Become Informed	Make Decision	Arrive at church building	Walk in to church building	Figure out where to go	Get coffee	Figure out where to go	Attend service	Get info at Welcome Center	Leave church building	Reflect on Visit	Decide to Return
Actions	Make decision (individual or with group) to go to church on Sunday	Research churches in area	Based on research, make decision of what church you want to attend	Drive to church, enter parking lot, and park car	Walk in Main Entrance of church building	Walk around the church space	Stop at Coffee Bar while figuring out space	Look for signage or people walking into auditorium	Walk into auditorium and select seats	Interact with volunteers and ask questions	Walk out to car and leave church building	Think of interactions and overall service	Make decision about returning to church
Feelings	Determined	Overwhelmed	Anxious Excited	Anxious Excited	Anxious Excited	Anxious Lost Unsure	Anxious Lost Unsure	Lost Unsure	Calmer	Nervous Overwhelmed	Drained	Reflective	Reflective
Desired Outcomes	Become more involved	Want to have the best experience possible	Get through this part as quickly as possible	Have a good overall experience	Guest is greeted and confident in where to go	Get to the auditorium as quickly as possible	Get beverage and possible snack that will help me feel comfortable	Figure out where to go quickly with little trouble	Take in service with minimal distractions and meaningful interactions	Get info that I want and have an easy and pleasant interaction	Feel good about overall visit and have an easy experience leaving	Remember NHCC as a positive experience and want to go back	Remember NHCC as a positive experience and want to go back
Pain Points	Overwhelmed by decision, feeling pressured	Multiple websites required to decide, not knowing what to decide	Difficult decision	Traffic, lack of parking spaces, lack of clear directions	Unwelcome environment	Lack of signage, lack of assistance	Messy environment, crowded, didn't have what I wanted	Lack of signage, lack of assistance	Rude visitors, lack of welcome, hateful message	Volunteer wasn't there to talk to me, didn't have info I wanted	Busy parking lot, rude visitors, lack of courtesy	Negative aspects of experience outweighing positive aspects	Negative aspects of experience outweighing positive aspects
Touchpoints	Website, Feedback from Others, Social Media	Website, Feedback from Others, Social Media	Website, Feedback from Others, Social Media	Building	Volunteers greeting at Front Doors, Building	Wayfinders, random visitors	Coffee Bar, Hospitality Ministry Volunteer, other visitors	Wayfinders, random visitors	Staff, other visitors, handouts	Hospitality Ministry volunteer, handouts	Front Doors, Building, parking lot	Website, conversations with individuals	Social Media, Feedback from Others

MAPPING OUT NEW SERVICE DESIGN
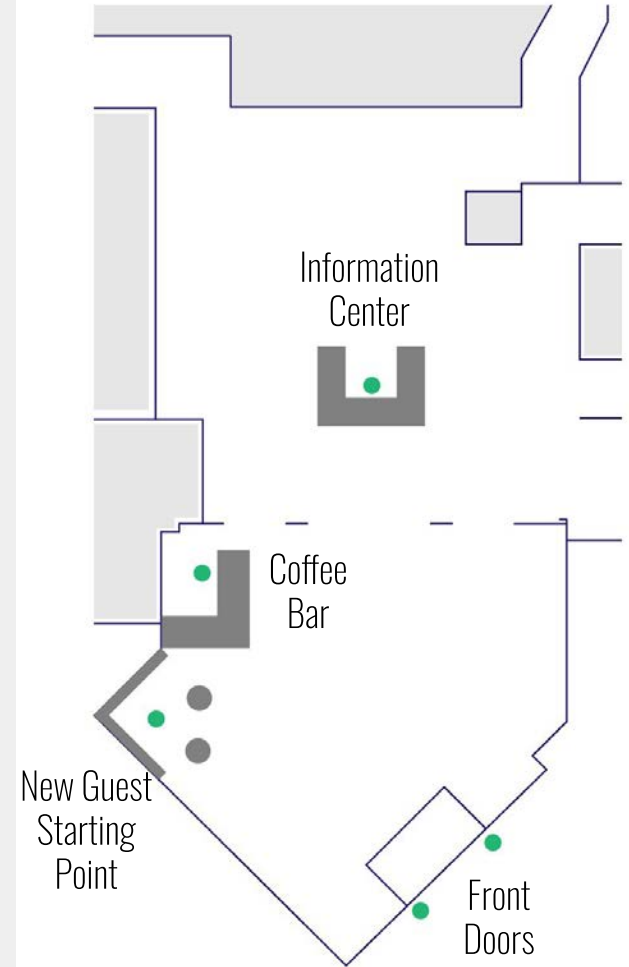
Information
Wall

Coffee
Bar

New Guest
Starting

POSSIBLE TOUCHPOINT ARRANGEMENT
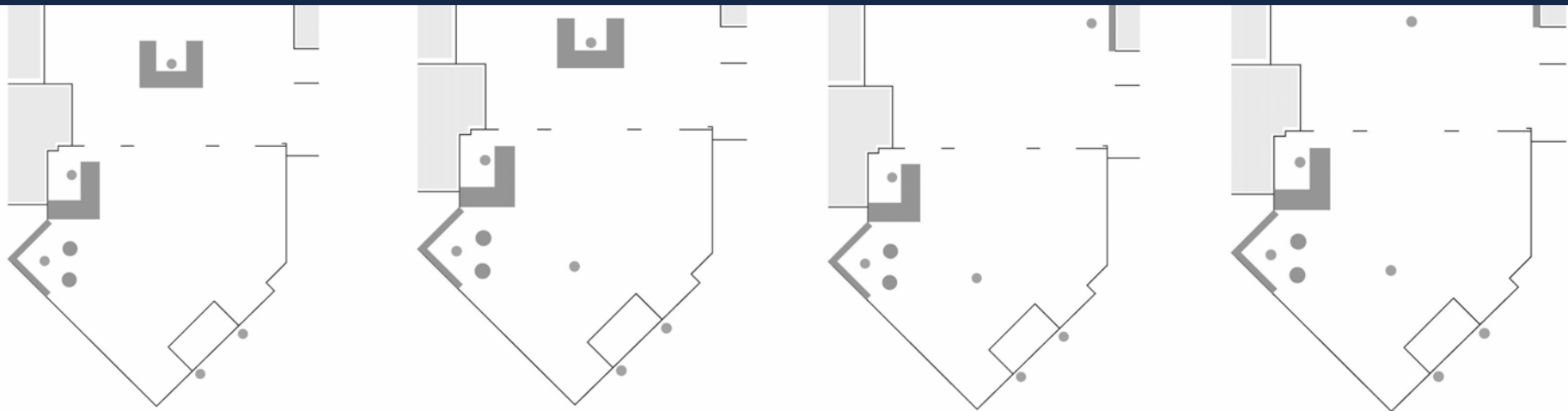
POSSIBLE ARRANGEMENT #1

Goal: to provide new visitors an area of focus that is welcoming and provides direction, while also providing an information hub for other visitors.

Information Center

Coffee Bar

New Guest Starting Point

Front Doors

POSSIBLE ARRANGEMENT #2

Goal: to provide new visitors an area of focus that is welcoming and provides direction, while also providing an information hub for other visitors.

By adding the Floating Attendant, the goal is to make someone readily accessible for questions and directions.

Information Center

Coffee Bar

Floating Attendant

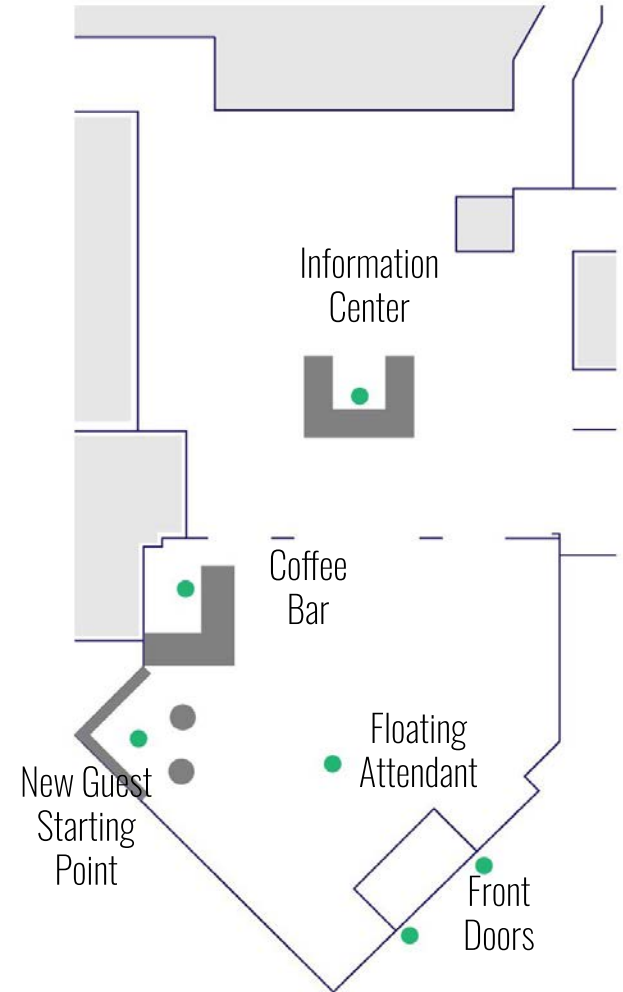New Guest Starting Point

Front Doors

POSSIBLE ARRANGEMENT #3

Goal: to provide new visitors an area of focus that is welcoming and provides direction, while also providing an information hub for other visitors.

This information hub, now mounted to a wall, provides visitors with a low-interaction method for learning about new ministries and events.

Information Wall

Coffee Bar

Floating Attendant

New Guest Starting Point

Front Doors

POSSIBLE ARRANGEMENT #4

Goal: to provide new visitors an area of focus that is welcoming and provides direction, while also providing an information hub for other visitors.
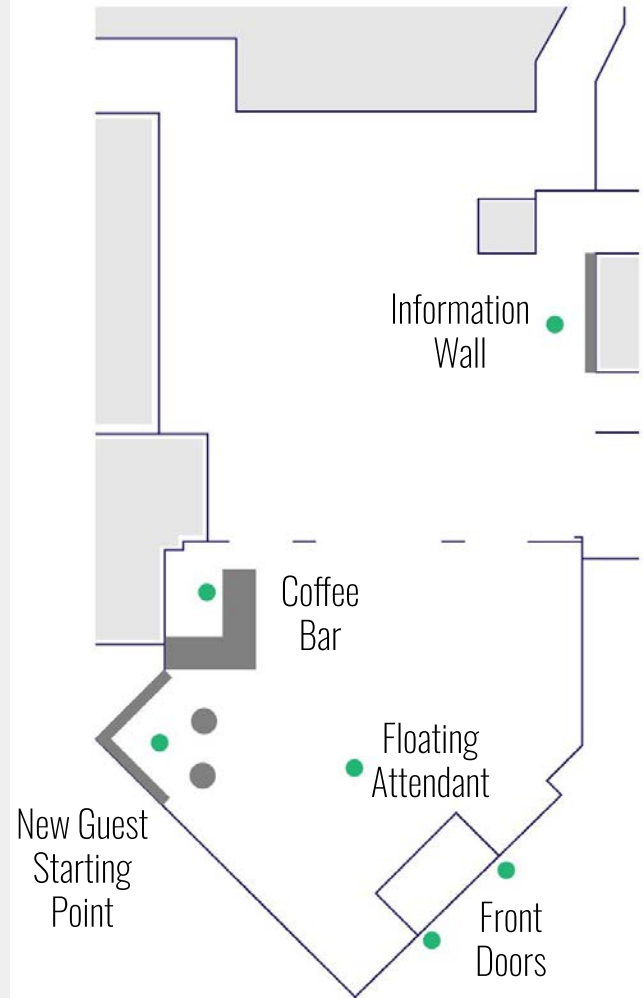
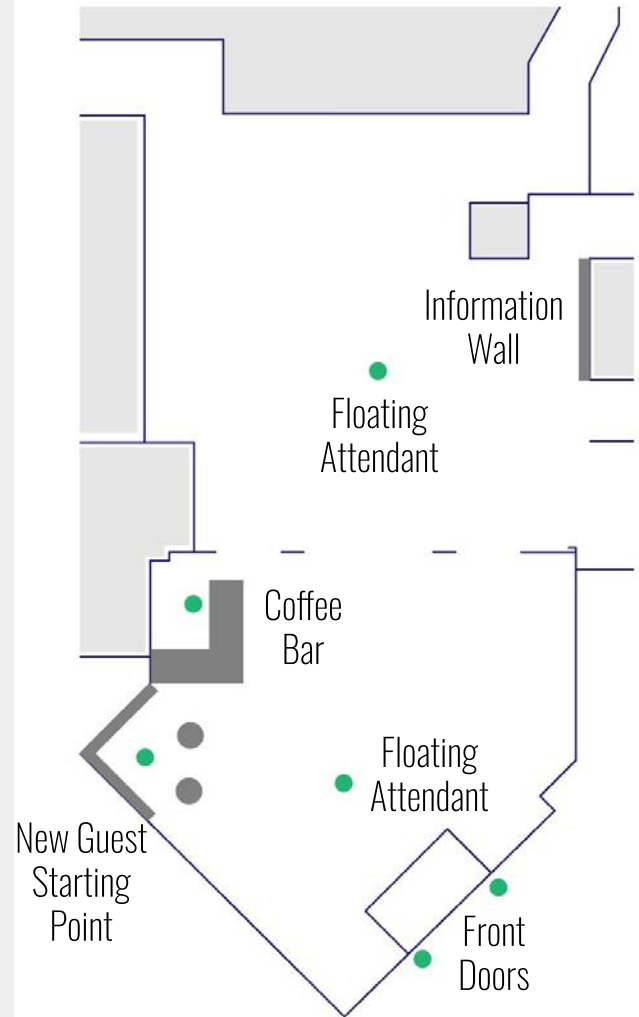With two Floating Attendants, all visitors (new and old) have the opportunity to engage and interact with volunteers if needed.

Information Wall

Floating Attendant

Coffee Bar

Floating Attendant

New Guest Starting Point

Front Doors
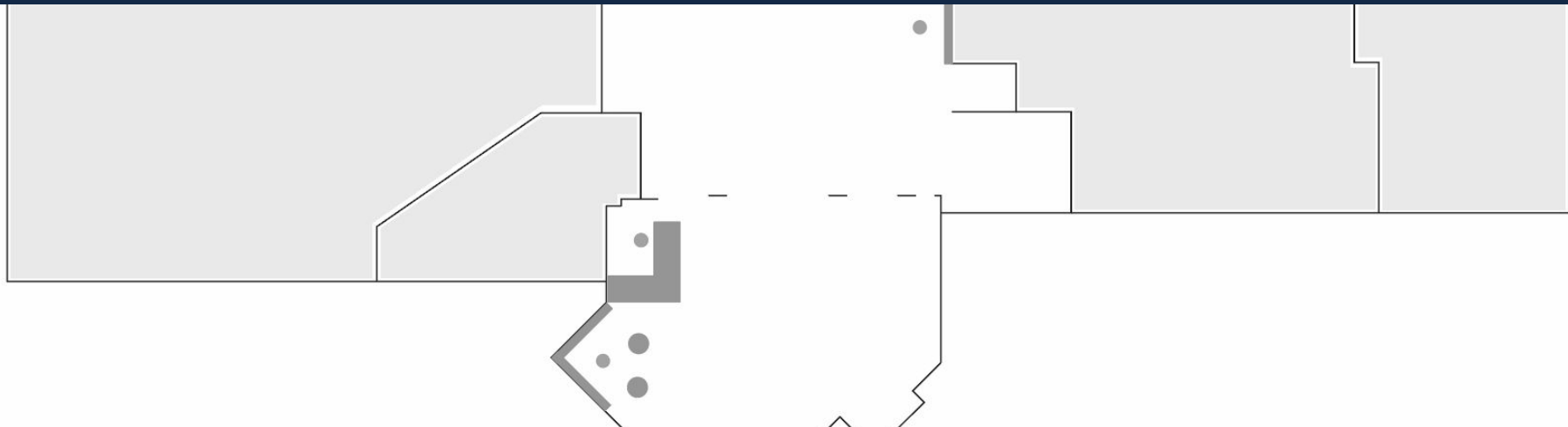
DESIGN PROPOSAL

MAPPING OUT NEW SERVICE DESIGN

Information
Wall

Coffee
Bar

New Guest
Starting
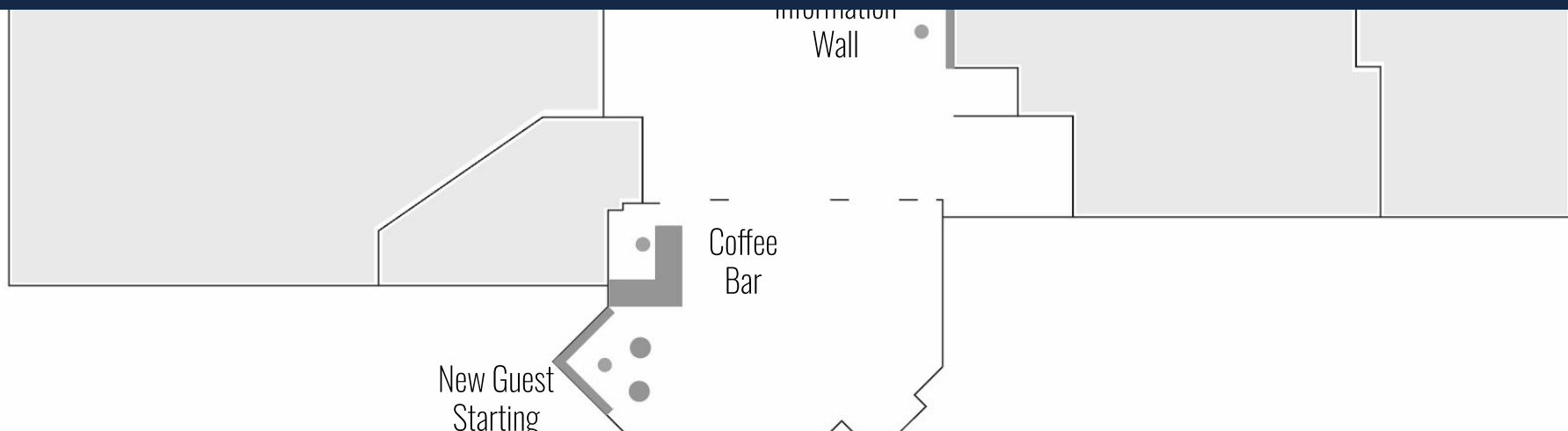
PROPOSED SERVICE DESIGN

Goal: In the new service design structure, the goal is to connect the different kinds of guests with the information that they need, while still creating a warm and welcoming environment.

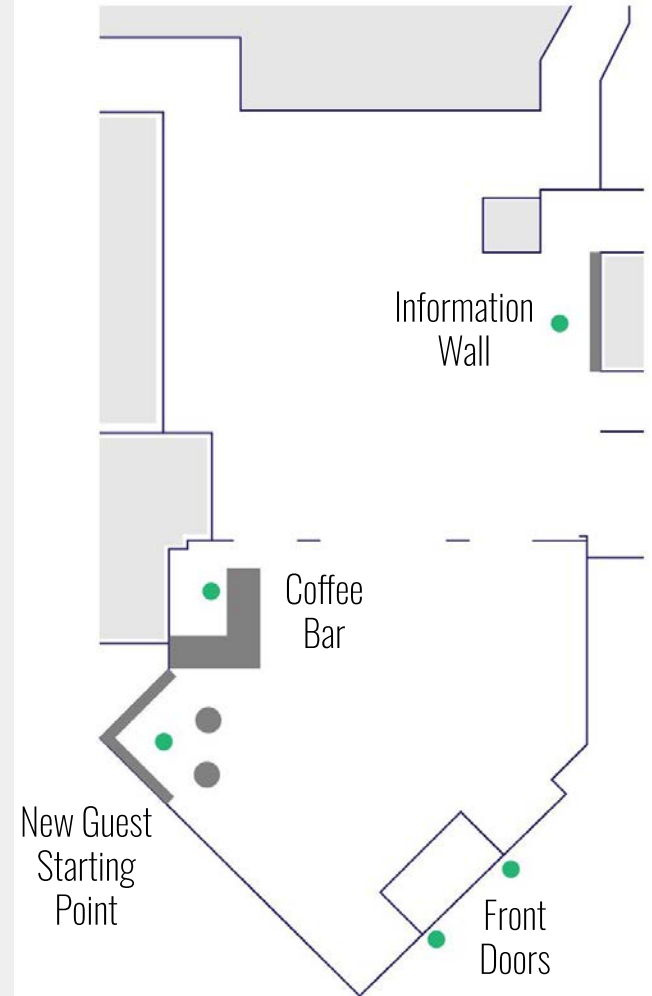With a friendly face, visitors can feel seen and heard.

Information Wall

Coffee Bar

New Guest Starting Point

Front Doors

PROPOSED SERVICE DESIGN

In the new service design used by the Hospitality Ministry, there will be four main touchpoints that are focused on: the **Front Doors**, the **New Guest Starting Point**, the **Coffee Bar**, and the **Information Wall**.

At these touchpoints, there are volunteers that work to greet and engage visitors. The number of volunteers can vary week to week.

Information Wall: 1 volunteer
Coffee Bar: 1-2 volunteers
New Guest Starting Point: 1-2 volunteers
Front Doors: 2-3 volunteers

Information Wall

Coffee Bar

New Guest Starting Point
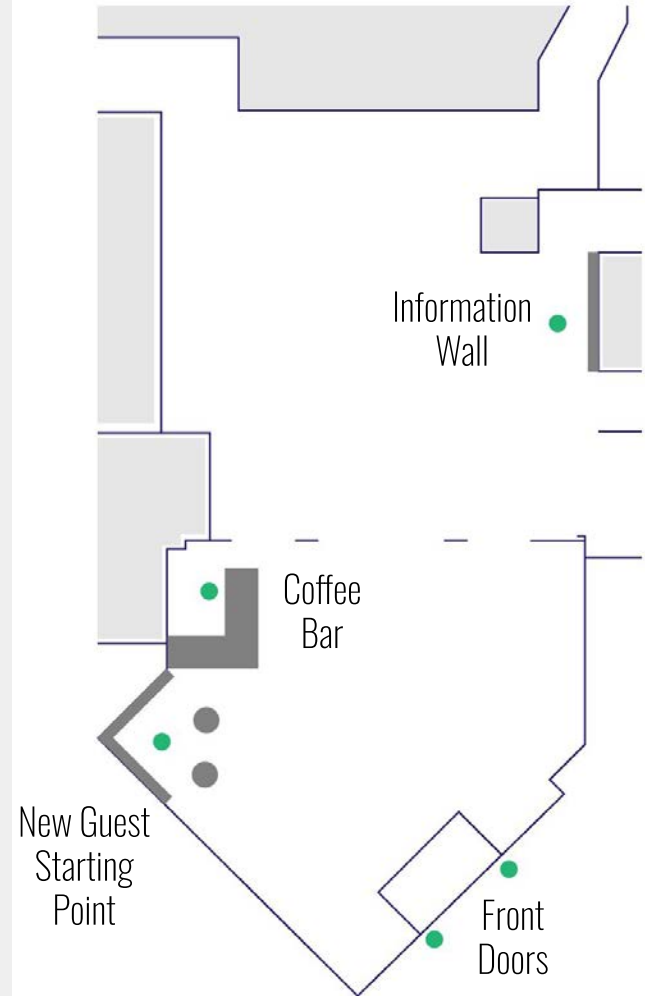
Front Doors

FRONT DOORS

The Front Doors are the first physical interaction a guest can have with New Hope. As such, the Front Doors are an important opportunity to engage with visitors as they enter the building.

From a Hospitality Ministry perspective, volunteers at the Front Doors are there to greet all as they enter and leave, open doors, and assist visitors inside if needed.

NEW GUEST
STARTING POINT

The New Guest Starting Point would be in this space to the left of the Coffee Bar. When guests first enter the building, this space is directly in front of them.

By placing the New Guest Starting Point here, it is in the direct line of sight and is more likely to engage new guests who may not be sure where to go or what to do.

NEW GUEST STARTING POINT

The New Guest Starting Point is still in-progress. As a concept, the idea is that information that was previously at the Welcome Center (new guest gifts, tablet, etc.) can now be housed here where guests are explicitly called out.

I'm still working with New Hope staff to identify what needs they have with a space like this.

COFFEE BAR

The Coffee Bar provides a point of comfort for visitors as they come in to the church space. The coffee bar allows visitors to walk in, get a cup of coffee, and take a moment to assess the physical space.

From a Hospitality Ministry perspective, volunteers at the Coffee Bar are there to interact with visitors when appropriate and replenish the selection.

INFORMATION WALL

The new Information Wall would be located in the foyer area (highlighted in orange).

The Information Wall will post ministry information that was previously found at the Welcome Center:

Student Ministry information
Kids Central information
Discipleship Group information
Sunday Classes

INFORMATION WALL MOCK-UP

As an initial concept, the Information Wall may have a TV monitor to share specific event information, as well as slots for ministry-specific cards, and room for event posters. The look and feel of the wall will match the branding and environment of the rest of the church building.

HOSPITALITY MINISTRY VOLUNTEERS

The Hospitality Ministry volunteers will wear t-shirts that identify them as being sources of knowledge.

Like many other churches (seen in actual observations and through exemplar search), t-shirts are a simple way to set apart a volunteer and make them accessible to visitors.

ITERATIONS ON
SERVICE TOUCHPOINTS
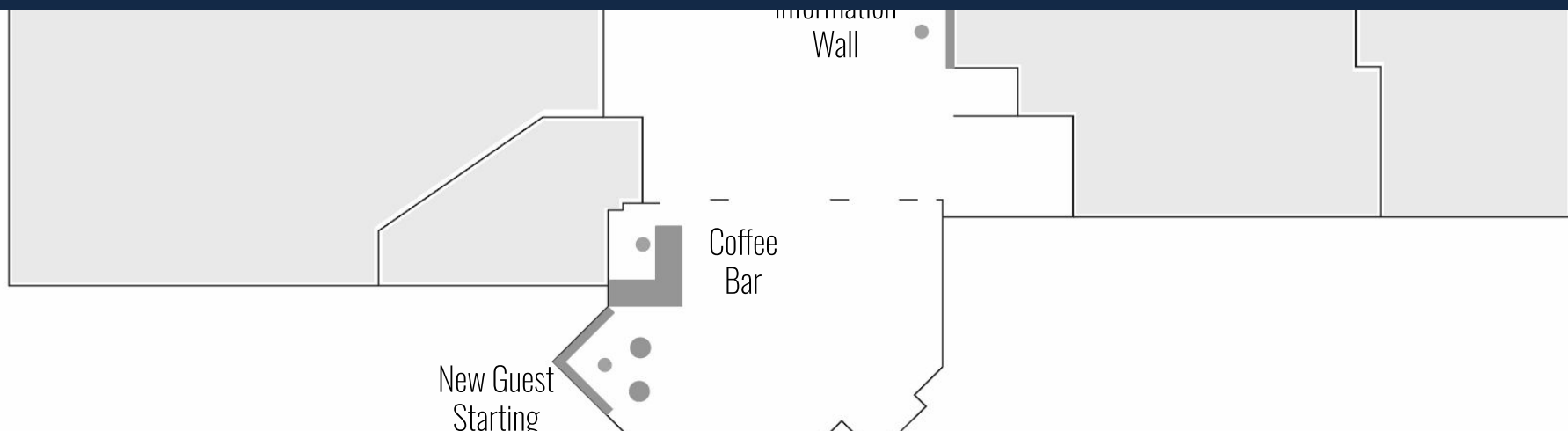
Information
Wall

Coffee
Bar

New Guest
Starting

NEW GUEST STARTING POINT

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NEW GUEST STARTING POINT

NEW GUEST STARTING POINT

NEW GUEST
STARTING POINT

INFORMATION WALL

The new Information Wall would be located in the foyer area (highlighted in orange).

The Information Wall will post ministry information that was previously found at the Welcome Center:

Student Ministry information
Kids Central information
Discipleship Group information
Sunday Classes

INFORMATION WALL

INFORMATION HUB

INFORMATION HUB

INFORMATION HUB

INFORMATION WALL MOCK-UP

As an initial concept, the Information Wall may have a TV monitor to share specific event information, as well as slots for ministry-specific cards, and room for event posters. The look and feel of the wall will match the branding and environment of the rest of the church building.


GET INVOLVED AT NEW HOPE

THE BANQUET

EVENT INFORMATION

INFORMATION HUB MOCK-UP

INFORMATION HUB
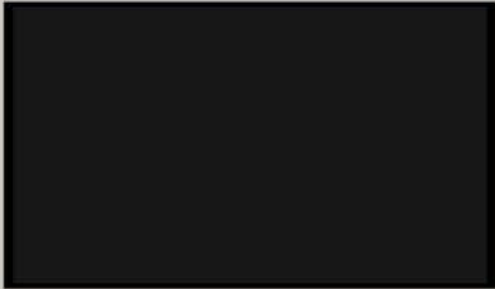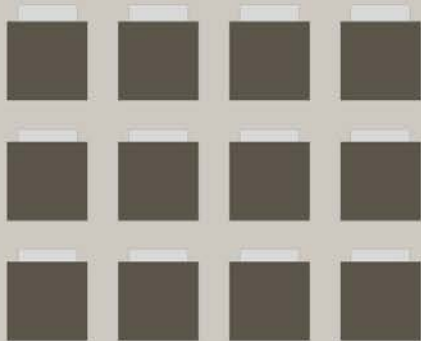
THE BANQUET

EVENT INFORMATION

TOUCHPOINT MATERIALITY

USER JOURNEY MAP

USER JOURNEY MAP POST-SERVICE DESIGN

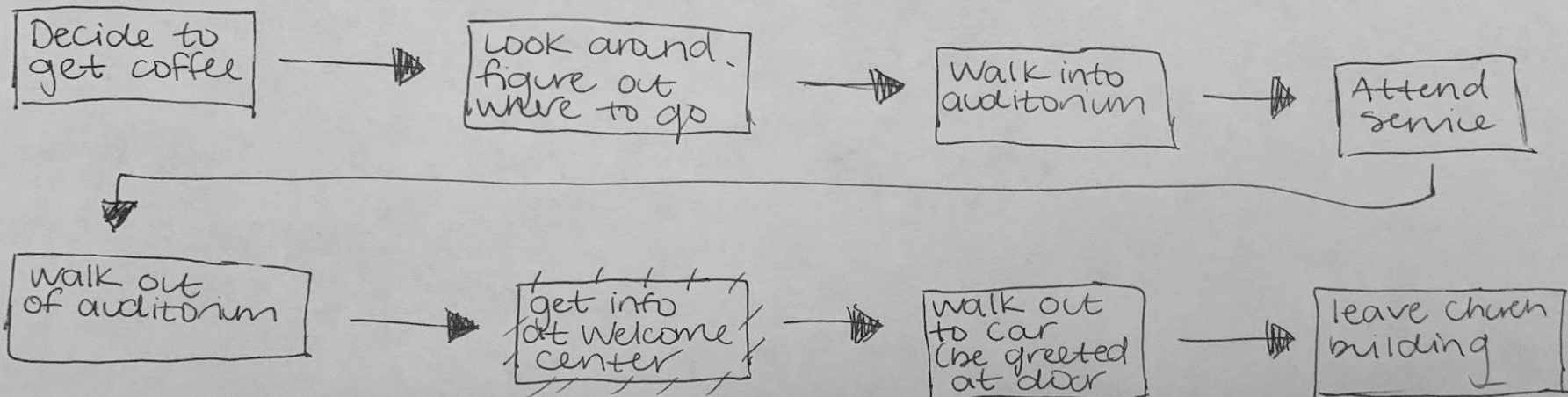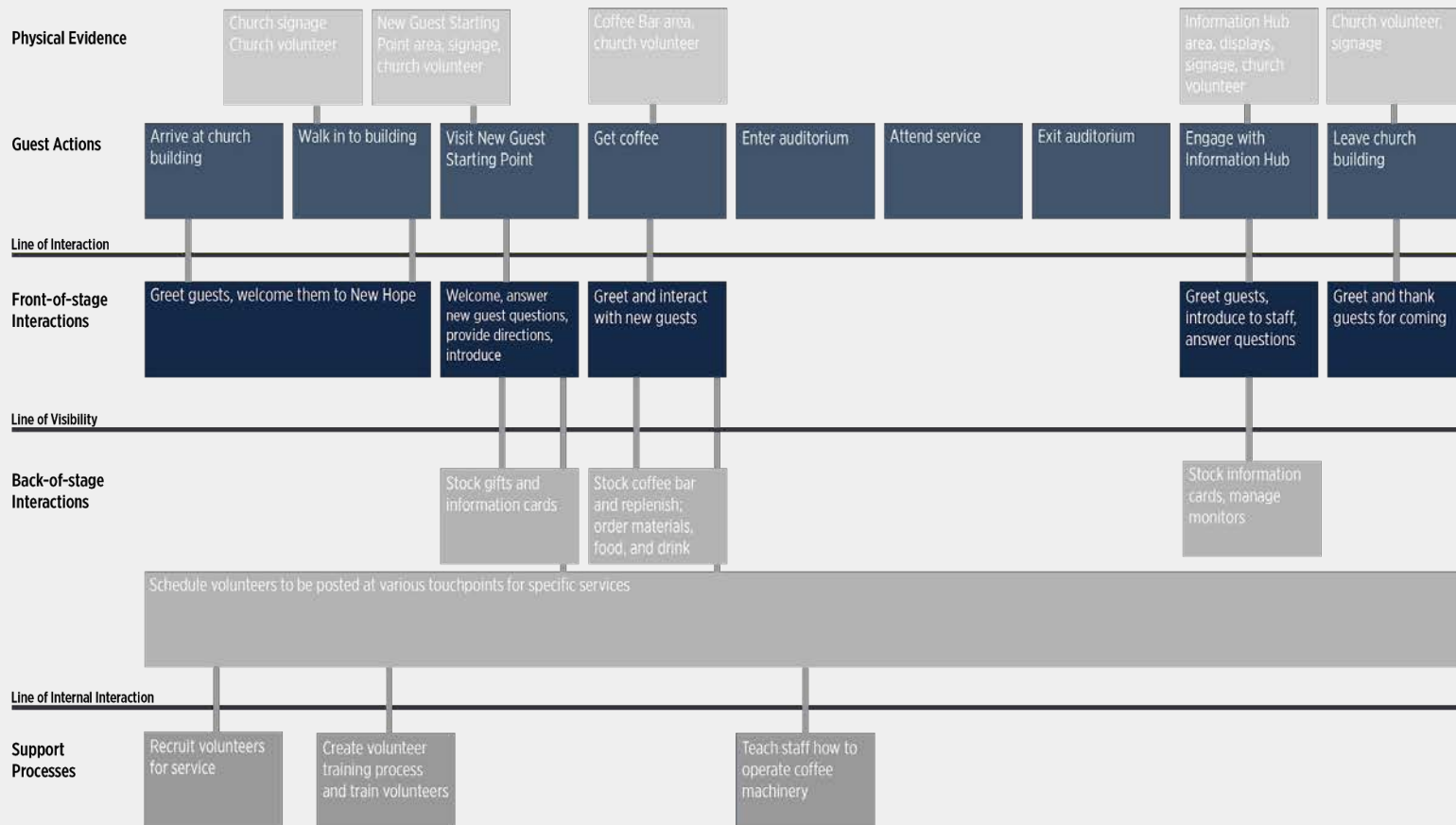|	DECIDE			EXPERIENCE							RETURN	
	Become Aware	Become Informed	Make Decision	Arrive at church building	Walk in to church building	Stop at NGSP	Get coffee	Attend service	Get info at Information Hub	Leave church building	Reflect on Visit	Decide to Return
Actions	Make decision (individual or with group) to go to church on Sunday	Research churches in area	Based on research, make decision of what church you want to attend	Drive to church, enter parking lot, and park car	Walk in Main Entrance of church building	Visit New Guest Starting Point near the Front Doors and Coffee Bar	Stop at Coffee Bar after talking to volunteers	Walk into auditorium and select seats	Get info that is interesting	Walk out to car and leave church building	Think of interactions and overall service	Make decision about returning to church
Feelings	Determined	Overwhelmed	Anxious Excited	Anxious Excited	Anxious Excited	Anxious Sure Welcomed	Anxious Sure	Calmer	Nervous Excited	Somewhat drained Good about experience	Reflective	Reflective
Desired Outcomes	Become more involved	Want to have the best experience possible	Get through this part as quickly as possible	Have a good overall experience	Guest is greeted and confident in where to go	Get to the auditorium as quickly as possible	Get beverage and possible snack that will help me feel comfortable	Take in service with minimal distractions and meaningful interactions	Get info that I want and have an easy and pleasant interaction	Feel good about overall visit and have an easy experience leaving	Remember NHCC as a positive experience and want to go back	Remember NHCC as a positive experience and want to go back
Pain Points	Overwhelmed by decision, feeling pressured	Multiple websites required to decide, not knowing what to decide	Difficult decision	Traffic, lack of parking spaces, lack of clear directions	Crowded	Busy area	Messy environment, crowded, didn't have what I wanted	Rude visitors	Busy area	Busy parking lot	Personal preferences of experience outweighing positive aspects	Personal preferences of experience outweighing positive aspects
Touchpoints	Website, Feedback from Others, Social Media	Website, Feedback from Others, Social Media	Website, Feedback from Others, Social Media	Building	Volunteers greeting at Front Doors, Building	Hospitality Ministry Volunteers, Signage	Coffee Bar, Hospitality Ministry Volunteer, other visitors	Staff, other visitors, handouts	Hospitality Ministry volunteer, handouts	Front Doors, Building, parking lot	Website, conversations with individuals	Social Media, Feedback from Others

SERVICE BLUEPRINT

								Information Hub	building

Line of Interaction

Front-of-stage Interactions

Greet guests, welcome them to New Hope	Welcome, answer new guest questions, provide directions, introduce	Greet and interact with new guests				Greet guests, introduce to staff, answer questions	Greet and thank guests for coming

Line of Visibility

Back-of-stage Interactions

	Stock gifts and information cards	Stock coffee bar and replenish; order materials, food, and drink				Stock information cards, manage monitors	

Schedule volunteers to be posted at various touchpoints for specific services

Physical Evidence

Church signage, Church volunteer

New Guest Starting Point area, signage, church volunteer

Coffee Bar area, church volunteer

Information Hub area, displays, signage, church volunteer

Church volunteer, signage

Guest Actions

Arrive at church building

Walk in to building

Visit New Guest Starting Point

Get coffee

Enter auditorium

Attend service

Exit auditorium

Engage with Information Hub

Leave church building

Line of Interaction

Front-of-stage Interactions

Greet guests, welcome them to New Hope

Welcome, answer new guest questions, provide directions, introduce

Greet and interact with new guests

Greet guests, introduce to staff, answer questions

Greet and thank guests for coming

Line of Visibility

Back-of-stage Interactions

Stock gifts and information cards

Stock coffee bar and replenish; order materials, food, and drink

Stock information cards, manage monitors

Schedule volunteers to be posted at various touchpoints for specific services

Line of Internal Interaction

Support Processes

Recruit volunteers for service

Create volunteer training process and train volunteers

Teach staff how to operate coffee machinery
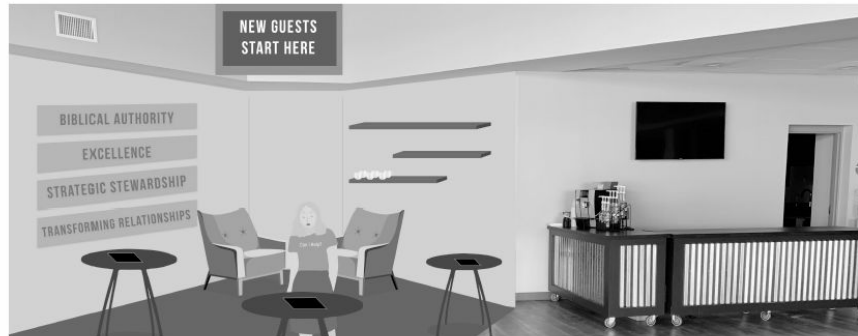
MAIN DELIVERABLE

NEW GUEST STARTING POINT

The New Guest Starting Point, located directly in front of the Front Doors and near the Coffee Bar, serves as a designated space specifically for newcomers. Equipped with a distinct-looking volunteer, newcomers can quickly stop by and make a connection.

LOOK & FEEL

With this new touchpoint and service point, the look of the area will match that of New Hope's interior style - clean, modern, comfy, and minimalistic. This new area will utilize natural woods and soft, neutral fabrics. With this style, the goal is to create an

layout overview

10 Front Docs ☒

How it works

11 Coffee Bar ☒

How it works

8 Service Plan

Touchpoints   MAP of space ☒

9 Volunteers

Expectations
Duties
Responsibilities

layout overview

14 Info Hub ☒

How it works

15 Look + Feel ☒ ☒ ☒ ☒

Implementation
1 ___   2 ___
3 ___   4 ___

layout overview

12 NGSP ☒

How it works ☒

13 Look + feel ☒ ☒ ☒ ☒

Implementation
1 ___   2 ___
3 ___   4 ___

Cover — Intro to service design

Pg 1 — New Hope intro

Pg 2 — map of space, current journey map

3

4 — research + methods overview + insights

5 — stakeholder map

6 — research methods overview + insights

7 — corresponding maps + evidence

8 — service plan intro overview

9 — touchpoint overview, map of space   volunteer discussion

10 — front doors – touchpoint analysis

11 — coffee bar – touchpoint analysis

12 — NGSP – design + how it works

13 — NGSP – look + feel, implementation

14 — Info Hub – design + how it works

15 — Info Hub – look + feel, implementation

16 — Service Blueprint ✓

17 — Service Blueprint ✓

18 — Journey Map

19 — Journey Map

20 — Conclusion

back cover

10 — Front Doors / Coffee Bar — How it works

11

14 — Info Hub / Look + Feel — How it works   layout overview

15

8 — Service Plan / Volunteers — Touchpoints / Expectations / Roles / Responsibilities

9 — NGSP

Left panel (page 4):

SURVEY

Goal   Outcome

INSIGHTS

Left panel (page 5):

EXEMPLAR

Goal   Outcome

INSIGHTS

Right panel (page 6):

OBSERVATION

GOAL   Outcome

INSIGHTS

Right panel (page 7):

STAKEHOLDER INTERVIEWS

map

Goal   Outcome

INSIGHTS

SERVICE DESIGN

As a way to enact and implement insights discovered through research and investigation, a new service design was developed. This new service design relies on four touchpoints, rather than the existing three. Of these four touchpoints, two are exactly the same - the Front Doors and Coffee Bar. These areas were not focused on in this redesign due to greater need elsewhere.

The Welcome Center, which previously was the only destination for guests and newcomers alike to find information and get questions answered, has now been split into two touchpoints - the New Guest Starting Point and the Information Hub. These two new touchpoints create focused touchpoints for the different types of guests that visit New Hope.

NEW SERVICE DESIGN

In the new service design structure, the goal is to connect the different kinds of guests with the information and environment that they need, while still creating a warm and welcoming experience.

In the new service design used by the Hospitality Ministry, there will be four main touchpoints that are focused on: the Front Doors, the New Guest Starting Point, the Coffee Bar, and the Information Hub.

This new service design doesn't change the function of the Front Doors or Coffee Bar touchpoints. These touchpoints continue to operate as they did in the original design.

At these touchpoints, there are volunteers that work to greet and engage visitors. The number of volunteers can vary week to week.

Information Hub

Coffee Bar

New Guest Starting Point

Front Doors
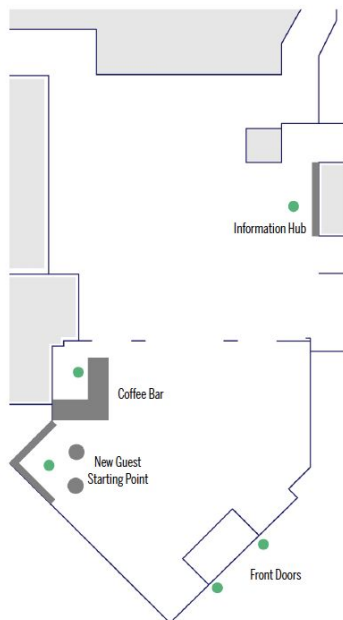
VOLUNTEERS

Hospitality Ministry volunteers are the driving force behind the success and effectiveness of the Hospitality Ministry. Through the use of volunteers, newcomers' experience with New Hope can be positively impacted.

Hospitality Ministry volunteers can be assigned to one of four different touchpoints through the course of the Sunday morning experience. The number of volunteers needed can vary depending on the Sunday (Easter and Christmas time need more volunteers) or the service assigned (9:30 am and 11:00 am services need more volunteers than 8:00 am).

Information Hub: 1-2 volunteers
Coffee Bar: 1-2 volunteers
New Guest Starting Point: 1-2 volunteers
Front Doors: 2-3 volunteers

RESPONSIBILITIES

Despite the different touchpoints, every Hospitality Ministry volunteer is responsible for committing to the same principles and standards.

Wear distinct Hospitality Ministry volunteer shirt for shift.
This shirt helps set you apart as an information source and safe person to talk to.

Arrive on time for your shift.
Arriving on time can vary for the different touchpoints, but it is equally important. Arriving on time allows other volunteers to personally engage on a Sunday morning as well as providing guests with a constant resource.

Attend quarterly information and training session.
The quarterly information and training sessions provide all volunteers and leadership with the opportunity to assess current strategies and make improvements when necessary. Your voice is important in this process and needs to be heard.
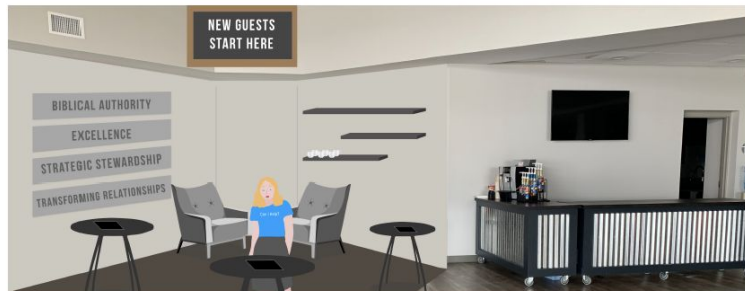
VOLUNTEER DO'S & DON'TS

✅ Come to volunteer showered, clean, and professional-looking.

🚫 Don't worry about making mistakes - just be your authentic self.

Can I Help?

NEW GUEST STARTING POINT

The New Guest Starting Point, located directly in front of the Front Doors and near the Coffee Bar, serves as a designated space specifically for newcomers. Equipped with a distinct-looking volunteer, newcomers can quickly stop by and make a connection, ask questions about where to go, or learn more about what New Hope values. This new structures creates a designated space where newcomers can immediately feel comfortable and sure in an unknown space.

HOW IT WORKS

The New Guest Starting Point is to the left of the Coffee Bar. When guests first enter the building through the Front Doors, this space is directly in front of them. By placing the New Guest Starting Point here, it is in the direct line of sight and is more likely to engage new guests who may not be sure where to go or what to do.

Hospitality Ministry volunteers are assigned to the New Guest Starting Point during one of the available Sunday morning services. Volunteers should arrive to the area 30 minutes before the start of the service time and remain there until the end of the service and the next volunteer arrives.

While working at the New Guest Starting Point, volunteers should be alert and looking for people who seem unsure of where to go and ready to step in and help.

LOOK & FEEL

With this new touchpoint and service point, the look of the area will match that of New Hope's interior style - clean, modern comfy, and minimalistic. This new area will utilize natural woods and soft, neutral fabrics. With this style, the goal is to create an environment that feels homey and welcoming, like a coffee shop.

NEW GUEST STARTING POINT DO'S & DON'TS

✅ Look for individuals that are looking around and seem unsure - approach them and ask if they need help.

✅ Try and reconnect with newcomers you've seen before - say hello and greet them by name.

🚫 Don't try to hug or become overly friendly with newcomers - respect their space.

🚫 Don't get caught in long conversations with established members - you need to be available and accessible to newcomers.

IMPLEMENTATION STRATEGY

1 Provide Hospitality Ministry volunteers with bright, distinctive shirts to wear while volunteering.

2 Post a Hospitality Ministry volunteer near the Front Doors.

3 Rearrange current furniture layout to create a more distinct niche near the Coffee Bar.

4 Provide signage for the niche indicating that it is for the New Guest Starting Point and post a Hospitality Ministry volunteer near it.