

Scope

St. Luke's United Methodist Church: Website Redesign



Mary Sue



Frank
(Primary
Persona)



Faye
(Primary
Persona)



Albert



Lucy

Phase 1

1. Updated news

Easily accessible news sections for each individual ministry and also the church as a whole. The newly updated news can be highlighted and prominently displayed on the ministry home pages.



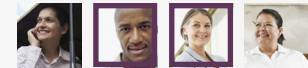
2. Listing of church events

Dynamic, chronological listing of all church, classes, events, activities, job listings and services.



3. Ways to get involved

Allow users to view updated volunteer opportunities, new job listings and all the ways members can get involved with service activities with St. Luke's.



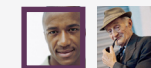
4. Church newsletters

This would allow members to subscribe to various e-mail lists, from various ministries.



5. About the church section

This section will communicate St. Luke's theology and mission through words, pictures and video.



6. Potential members section

This section will include general information about St. Luke's theology, mission, history, member services and how to get involved. This section would be geared specifically towards users that are genuinely interested in joining St. Luke's.



7. Information resource center

The information resource center is a collection of relevant links for current St. Luke's events. The resource center would be similar to a links page, but it would only contain current links. Historical links would be moved to the documents library archive.



8. Content management

The content management system (CMS) will allow staff to update web pages with new information, and remove outdated information.



Phase 2

9. Multimedia Communication

This will include staff blogs and the ability to upload and share video and photos in online video and photo galleries.



10. Online availability for payment, purchasing, e-commerce and donations.



11. Secure login for staff intranet, e-mail and volunteer intranet.



12. Online calender and registration

This functionality will allow users to access online calenders, registration and forms for different ministries.



13. Document Library archive / RSS Links

The Document Library archive is a repository for all St. Luke's documents. This could be used to store old bulletins, annual reports or anything that needs to be preserved.



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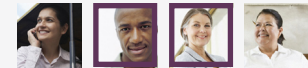
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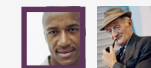
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