

Understanding Your Audience

June 8, 2018

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Why?

Know our users. Empathize with users. Serve our users.

Do not think of yourself more highly than you ought, but rather think of yourself with sober judgment, in accordance with the faith God has distributed to each of you... Be devoted to one another in love. Honor one another above yourselves.

Romans 12:3,10

For though I am free from all, I have made myself a servant to all, that I might win more of them. To the Jews I became as a Jew, in order to win Jews. To those under the law I became as one under the law (though not being myself under the law) that I might win those under the law. To those outside the law I became as one outside the law (not being outside the law of God but under the law of Christ) that I might win those outside the law. To the weak I became weak, that I might win the weak. I have become all things to all people, that by all means I might save some. I do it all for the sake of the gospel, that I may share with them in its blessings.

1 Corinthians 9:19-23

Content Strategy Key Questions

1. **Why** do we exist? What **goals** do we have?
2. **Who** are our existing **users**? Who are we trying to reach?
3. **How** will we meet our **goals**? How will we meet our users' **needs**?
4. **What content/offer** will we create or provide for our users?
5. **Where** will we **meet** our users and **interact** with them?

Content Strategy Key Questions

1. Why do we exist? What goals do we have? What problem(s) are we trying to solve?
2. **Who** are our existing **users**? Who are we trying to reach?
3. How will we meet our goals? How will we meet our users' needs?
4. What content/offer will we create or provide for our users?
5. Where will we meet our users and interact with them?

1

Identify existing audiences.
Evaluate current data.

Audit

Analytics

Fill in gaps in knowledge. Understand new audiences.

Market Research

- Industry Reports
- Market Data
- Partner Analysis

User Research

- Personal Interviews
- Surveys
- Analytics & Experiments
- Monitor Social Media

Summarize understanding by creating *personas*.

A **persona** is a profile based on data that represents a group of users that have similar goals, pains, needs, and behaviors.

Personas help us *know, love, and serve* our users.

Personas help us *focus our efforts* on meeting our goals and the needs of our users.

Summarize understanding by
creating *personas*.

Research-Based
Persona

Assumptive
Persona

4

Identify components that need more info. Update over time.

Persona Examples

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DMITRY

 Yekaterinburg,
Russia

Age: 15

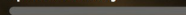
Career: High School Student

“I do not know what my future holds, I just hope I pass Friday’s math test”

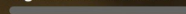
Wants:

- + Finish school
- + Friends
- + Purpose in life
- + Tickets to a hockey game

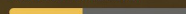
Spiritual Maturity



Organizational Awareness



Socioeconomic Level



Education Level



+ DMITRY'S STORY

Dmitry is a 15-year-old high school student from Yekaterinburg, Russia. He lives with his single mother and younger brother. Dmitry primarily speaks Russian and took a year of English in school.

Dmitry grew up not going to church and considers himself an atheist – though he rarely thinks about God or religion. The last time he was in a church was for his grandmother's funeral, but he was so young he didn't really understand most of what was going on.

Most of Dmitry's time is focused on school work, video games, girls and sports – particularly hockey and soccer. He has an Xbox One and desktop computer in his room. He also has an Android phone, which he uses to stay connected with his friends on VKontakte (VK) or chatting on Skype. He has a Facebook account, but he only uses it to login to various online games. He follows all of his favorite

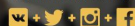
players and teams on Twitter and Instagram, but never posts anything to those sites – only VK. The only person that calls him is his mom – otherwise all of his communication is over text or chat.

He spends most of his time online playing games, watching highlights of his favorite sports teams, reading the latest news & rumors about the clubs and occasionally doing schoolwork... usually with loud music streaming in the background. Dmitry doesn't know what he wants to be when he grows up – just that he'll drive a fast car, live in a big house and have a pretty wife. More than anything else, he wants to pass his math test on Friday so he doesn't have to miss next week's hockey game.

Devices:



Social Media Platforms:



VK, Twitter, Instagram, Facebook

Languages:

- + Russian
- + English

Behati

Ethiopian
Late 20s



***“I want to reach others,
but I don’t know where to start.”***

Characteristics

- Clicked on an ad: “Share my faith” on mobile phone
- Open to learning
- No trainer or discipler
- Knows other Christians

Goals

1. Learn to share faith.
2. Touch one life.
3. Give expression to what she already believes.

Pain Points

- Doesn’t know how to initiate conversation, share gospel, or bring to decision
- Lacks confidence
- No previous/ongoing training or equipping



Casey

MODEL/IMPACT
(from doing)

"I live to make Christ known -
Come with me!"

Goals

- Help people to "get it"
- Impact a lot of people
- Help disciples to live missionally
- See how disciples are growing
- Act more in the Spirit
- Never miss an opportunity
- Encourage others
- Lead others to Christ

Pains

- Too many responsibilities
- Disciples not working / buying in / motivated
- Is what I'm doing working?
- Hard to break down "living missionally" to train
- Not enough time to live missionally myself

Characteristics

- Living missionally in own life
- Modeling / reproducing others
- Inspires others
- Balancing pairing into Christians vs. non-Christians
- Many ministry responsibilities

characteristic
aligned, equipped

Pharis Babbar Chaudhary

360 ^{married} ^{in leads} ^{greek} campus staff
Freija came to Christ in college
winning Bible studies for leaders

PD flow
check

Goals

I want my team members to be involved in our TPD process.

Fund Deos want historic giving to guide next steps
Users want to make informed decisions

We want to have a Plan to guide our efforts
I want my system to simply support my processes.

We want to work towards a known, measurable goal.
I want to celebrate my MPD/TPD steps of faith

I want to improve my plan/approach over time so the next one is more successful
I want to have freedom to execute my terms vision by depending on money from above.

I want my partners' involvement to move beyond giving
I don't want to be constrained by the lack of funds coming from above.

I want to have the resources to do effective (many) ministry.

creation
vision

PAINS

I need minimal barriers to receiving the data I need.

FDs don't want to give the impression that Cu is unorganized

FDs don't want to scare away donors by report asking.

I don't have as much time as I need to do TPD

unleash
existing
TPD

Tasks/Behaviors

all the data

I ~~may~~ have a ~~strategy~~ TPD strategy.

I Have been trained in the how & why of TPD

TPD is a collaborative effort, not a group of individuals working their own things.

Owens the vision of why TPD?

Value the outcome of the TPD process

Willing

new
to log
task

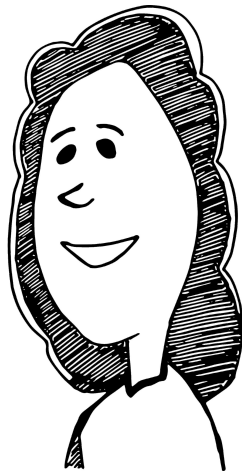
Desire
history in
MPD x

strategy
Planning

Freyja

Senior Campus Staff, Greece
36, Married with kids, Enjoys writing Bible studies

Aligned
Equipped



“Though it takes work, I’m willing to raise funds for my campus so that we can do more.”

Tasks/Behaviors/Characteristics

- All the data
- Trained in the how and why of TPD
- See TPD as a collaborative effort
- Owns vision of TPD
- Values the outcome of the TPD process

Goals

1. I want to have the resources to do more effective ministry.
2. I want my campus members to be involved and own the TPD process.
3. I want to make an informed decision on next steps based on historic giving.
4. I want to work towards a known, measurable goal.
5. I want to have a plan to guide my efforts.
6. I want to improve my strategy over time so the next “ask” is more successful.
7. I want to have freedom to execute my team’s vision without depending on money from above.
8. I want my partners’ investment to move beyond giving.
9. I want the system to simply support my processes.

Pain Points

- Ministry is constrained by lack of funds coming from above.
- Too many barriers to record the data I need.
- I don’t have as much time as I need to do TPD.
- What if I give the impression that Cru is unorganized?
- Scare away donors by repeat asking

Beth

Desiring → Doing

*“I want to reach others,
but I don’t know where to start.”*

Goals

1. I want to help others experience God the way I have.
2. I want to learn to share my faith.
3. I want to learn to disciple someone.
4. I want to touch just *one* life!

Challenges / Pains

1. I don’t know how to share my faith or disciple.
2. I’ll never be an expert like Casey.
3. I’m afraid of doing it wrong or alienating people in the process.
4. I don’t know how to deepen my relationship with my uninterested and antagonistic friends.
5. I’m afraid of having to do everything by myself.

List of Values

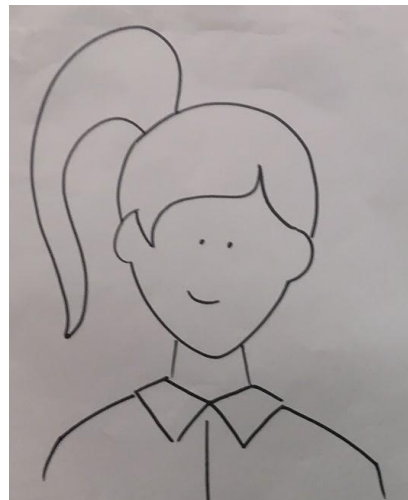
- Relationship
- Having impact
- Instruction
- Encouragement
- Seeing Progress

Building & Losing Trust

- Offer and affirm simple steps of faith
- Model for them
- Suggest, don’t demand
- Don’t minimize difficulties
- Help overcome obstacles
- Acknowledge setbacks
- Provide extra help
- Facilitate a process (but don’t reinforce process as *the* answer)

Sub-Groups

- A. College student, 18-24, M/F, Follower
- B. Young Professional, 22-34, M/F, Follower
- C. Professional, no kids, 35-45, M/F, Follower
- D. Young Family, 25-40, M/F, Follower
- E. Median Family, 35-50, M/F, Follower

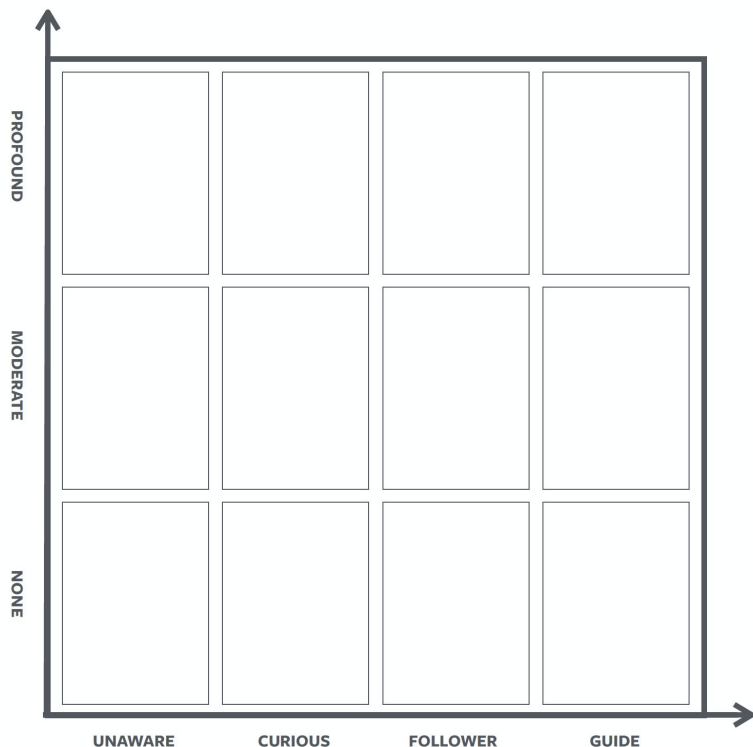


I am a Christian who feels God stirring up a desire in me to share my faith with my friends. I need training and help to know where to start so that I can help my friends experience God the way I do.

- Does not know what “living missionally” is
- Understands the Great Commission and that she has a part in it.
- The Holy Spirit is at work in her life.
- Has had a discipler, role model, or someone who has influenced her.
- Thinks she needs to learn a process or skill set, but we think she needs a change of perspective and someone to model
- Needs to connect spiritual with everyday life

The Audience Grid

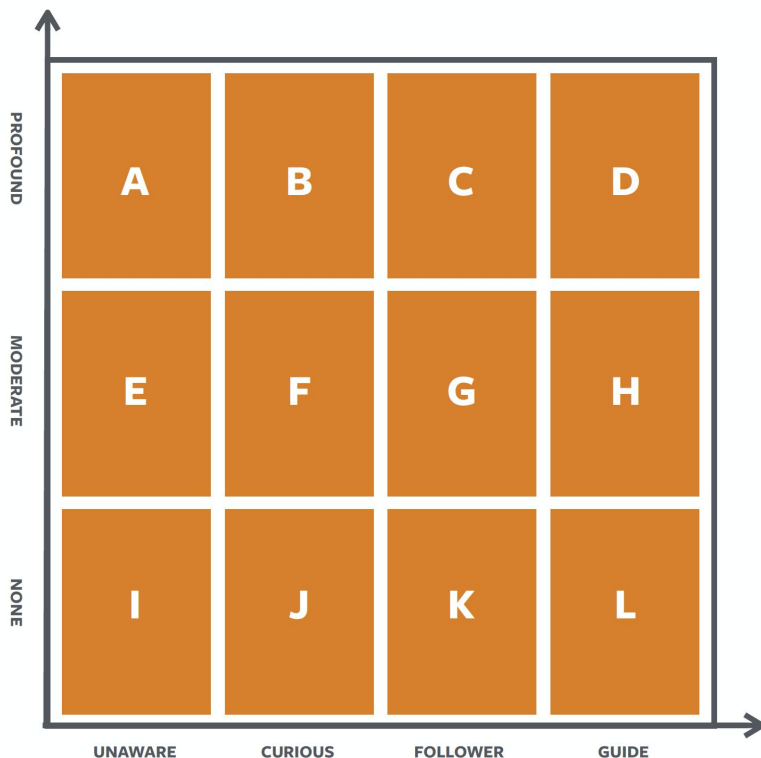
The Audience Grid



A simple way to map a complex world

Everyone fits somewhere on the Audience Grid. In order to know them and move with them, we need to bring them to life as real people—creating a “person” to target with our message creating more effective digital campaigns.

The Audience Grid



Digital Persona Groups

Digital Persona Groups allow us to identify groups of people by their placement on the Scale of Belief (*x axis*), and the Level of Benefit they get from us (*y axis*).

When we talk digitally, we don't speak to individuals, but rather people as a larger group through this framework.

The Audience Grid

Digital Persona Group Descriptors

Below you can find detail explanations of each of the 12 Digital Persona Groups. The persona groups capture the important elements of each group and where they are on their personal journey.

Group A

Those who reject or be unaware Christian faith, but still find common ground to engage with Cru. Do-gooders, non-profit partners, and partners of others faiths are grouped here.

BELIEF: UNAWARE
BENEFIT: PROFOUND

Group B

Individuals who are curious about faith. They are actively engaged with Cru digitally, using it to power at least part of their personal journey.

BELIEF: CURIOUS
BENEFIT: PROFOUND

Group C

Christian followers, who've made a decision for Christ. who are active with Cru digitally. They may want to journey closer to Cru and closer to God. Contains many Cru donors, consumers of Cru content, and attendees of Cru programs.

BELIEF: FOLLOWER
BENEFIT: PROFOUND

Group D

Discipling Christians who are spiritually advanced, helping to bringing others to Christ. Deeply active with Cru, giving and getting much. Potentially a financial donor. Could be a lay person or a Christian Professional.

BELIEF: GUIDE
BENEFIT: PROFOUND

Group E

Individuals who may reject or be totally unaware of faith, but still find some benefit from Cru digitally. Those who want to do good deeds in the world fit here.

BELIEF: UNAWARE
BENEFIT: MODERATE

Group F

Curious people who are exploring religion and faith, seeking meaning in their lives. They are somewhat engaged with Cru using it to power at least part of their personal journey.

BELIEF: CURIOUS
BENEFIT: MODERATE

Group G

Those who are believers in Christ, who want to grow towards God. Some of these may eventually be built and sent to ministry.

BELIEF: FOLLOWER
BENEFIT: MODERATE

Group H

Discipling Christians whose journey is working towards the Great Commission in some way. They are engaged with Cru digitally to some degree, receiving personal benefit. A smaller subgroup are Christian professionals.

BELIEF: GUIDE
BENEFIT: MODERATE

Group I

Those who don't know or don't care for faith, and do not know Cru digitally (or receive limited benefit). While they are on their own journey, they could receive secular benefit from Cru's knowledge or resources. Of course, the divine spark may ignite at any time.

BELIEF: UNAWARE
BENEFIT: NONE

Group J

Those who are looking for meaning in life through a variety of lenses. They're unaware of Cru's potential benefit on their journey (or receive limited benefit).

BELIEF: CURIOUS
BENEFIT: NONE

Group K

Followers of Christ, who've made a decision for Christ, but Cru plays no substantive role. Members of Christian churches fit here, as do members of no church at all. They span the a broad spectrum of Christian practice, allowing for life journeys that stall or backslide when it comes to faith.

BELIEF: FOLLOWER
BENEFIT: NONE

Group L

Discipling Christians who are spiritually advanced, but who don't know Cru or receive little or no benefit from the organization. Their life journey is aligned with Christ. A subgroup are likely Christian professionals.

BELIEF: GUIDE
BENEFIT: NONE

Building an Assumptive Persona

—

10 minutes

Your turn!

Work as a team to **select one audience group** to create **one** persona.

Audience Descriptor: _____

Scale of Belief: _____

Level of Benefit: _____

Audience Group Label: _____

Business Goal for the audience: _____

Exercise - 10 minutes

Goals

What is your user trying to accomplish?

Write statements from their perspective:

“I want...”

“I hope...”

“I desire...”

Exercise - 10 minutes

Challenges / Pains

What challenges does your user face?

What pain points does your user experience on a regular basis?

Write statements from their perspective:

“I need...”

“It frustrates me when...”

“I lack...”

10 Minutes

Put it all together

Fill out the Persona Template based on research, educated assumptions, and real experiences.

Name

Important Demographics/Characteristics

“Personal quote”

Essence of the persona

What would help us empathize immediately?

Image

Goals

1. *I want...*
2. *I hope...*
3. *I desire...*
- 4.
- 5.

Challenges / Pains

1. *I need...*
2. *It frustrates me when...*
3. *I lack...*
- 4.
- 5.

List of Values

- *What do they care about at their core?*
- *I.e. legacy, impact, stewardship, security, etc.*
-
-
-

Building & Losing Trust

- *How do we build trust with him/her?*
- *How would we lose trust with him/her?*

Content Consumption

- *Types*
- *Channels*
- *Time of day*
- *Devices*

Other:

Any other category that would be helpful for you to explain or differentiate your persona

Characteristics / Personal Description

Behaviors, task, and characteristics that can help describe and differentiate them.
Any personal information that is pertinent to the persona AND business goals.

Audience Group:

“

Name: _____

Important

demographics

”

Goals

Challenges / Pains

Image

List of Values

Building & Losing Trust

Content Consumption

Characteristics / Personal Description

Other:

Ready to use!

1. Identify **assumptions** that need to be validated or invalidated.
Highlight in **gold**.
2. Update regularly, as you learn.
3. *Fall in love with your persona!*