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Research Report

Multisite Church

Website UX Study

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Introduction

Some churches redesign their website every 2 to 3 years. And that was before a global pandemic forced churches to rethink how they engage people online.

So what makes a good church website in 2023? We began exploring the answer at the start of the year. But as we reviewed hundreds of prominent church websites, the question changed.

What makes a good multisite church website?

There is no shortage of technology, products, designers, and experts for standard church websites. If you are a typical U.S. church with 65 people,¹ you have plenty of products to choose from.

But there is a gap in products and solutions for multisite churches. Research needs to explore how multisites can better engage people online.

- » What's working?
- » What's not?
- » What are the unique challenges that multisites face?

We surveyed and interviewed 32 churches and assessed hundreds of additional multisite church websites to discover their unique needs and pinpoint best practices and solutions.

This report delves into key highlights from our study.

¹ 2020 Faith Communities Today (FACT), “Twenty Years of Congregational Change: The 2020 Faith Communities Today Overview,” 11. In the past twenty years of this survey effort, the median attendance size has decreased by over 50% from 137 to 65 attendees in weekly worship services. This means that at least 175,000 faith communities (half of 350,000) in the country have 65 or fewer people in attendance on any given weekend.
<https://faithcommunitiestoday.org/wp-content/uploads/2021/10/Faith-Communities-Today-2020-Summary-Report.pdf>

Behind the Research

The multisite churches we surveyed come from a broad spectrum of denominations, cultures, geography, and ministry models. While the majority of these churches are listed among the largest and fastest-growing U.S. churches, we studied multisite churches as small as 600 in-person weekly attendance and as large as 45,000 in-person weekly attendance.

Number of Campuses

- 25% have 2-3 campuses
- 41% have 4-6 campuses
- 12% have 7-9 campuses
- 22% have 10+ campuses

Geography

- 25% from U.S. Midwest
- 22% from U.S. Northeast
- 22% from U.S. Southwest
- 16% from U.S. South
- 15% from U.S. West

Regional Scope

- 62% located in a single metro
- 16% located in multiple states
- 1% located in multiple countries

Denominations

Denominations represented include but are not limited to:

- Baptist General Convention
- Christian & Missionary Alliance
- Evangelical Free
- Nondenominational
- Presbyterian Church of America
- Southern Baptist Convention
- United Methodist Church

User Experience (UX)

How are people experiencing your website?

Your website's purpose is more than displaying information. You should be curating, crafting, and cultivating how people interact, perceive, and respond to the content.

User experience (UX) considers how to tailor your website to the needs of specific users. Every element matters - the words you use, the visual design, the layout, the navigation, and how people interact with and flow through the site. It's not just subjective. Good user experience design uses strategy, research, and testing to hone solutions that work.

Examples of UX Insights

- People scan your website based past on their past assumptions, experiences, and culture.
- The most important information should go in the either the top third or left third of a webpage that is above the fold (i.e., the part that is viewable before scrolling down).
- Write for 7th graders because the average person reads at an 8th grade level.
- Break information into small chunks to make it easier to digest.
- If you want something to get attention, design it to look different from the rest of the webpage.
- Design for colorblindness, which affects 9% of men and 1% of women. You can test your website's color accessibility with tools like:
<https://www.toptal.com/designers/colorfilter>

UX: User Segments

Define the specific users you want to design for by creating user segments and high-level user bios or high-level user personas. For churches, four user types that serve as a great starting point are *Prospective Visitors*, *Not Yet Connected*, *Engaged Regulars*, and *Church Leadership*. But don't stop there. We recommend adding some personality and details by creating high-level personas to help you think through how they might actually use the site. Below are some generic examples to serve as a starting point.

Prospective Visitors

- New to town family with a teenager and a 7-year-old (with peanut allergy).
- Recently divorced mother with 2 young children.
- College student who loves Jesus but has been burned by their last church and cares deeply about the homeless.

Not Yet Connected

- Spiritually curious young professional (in wheelchair).
- Young mixed-race couple interested in Bible study & peer groups.
- Shy single woman craving connection but unsure where to start.

Engaged Regulars

- Long-time members with a new address and a rocky marriage.
- Recently retired couple looking to give back.

Church Leadership

- Campus communications staff or volunteers.
- Centralized communications staff member.

UX: Multisite Website Models

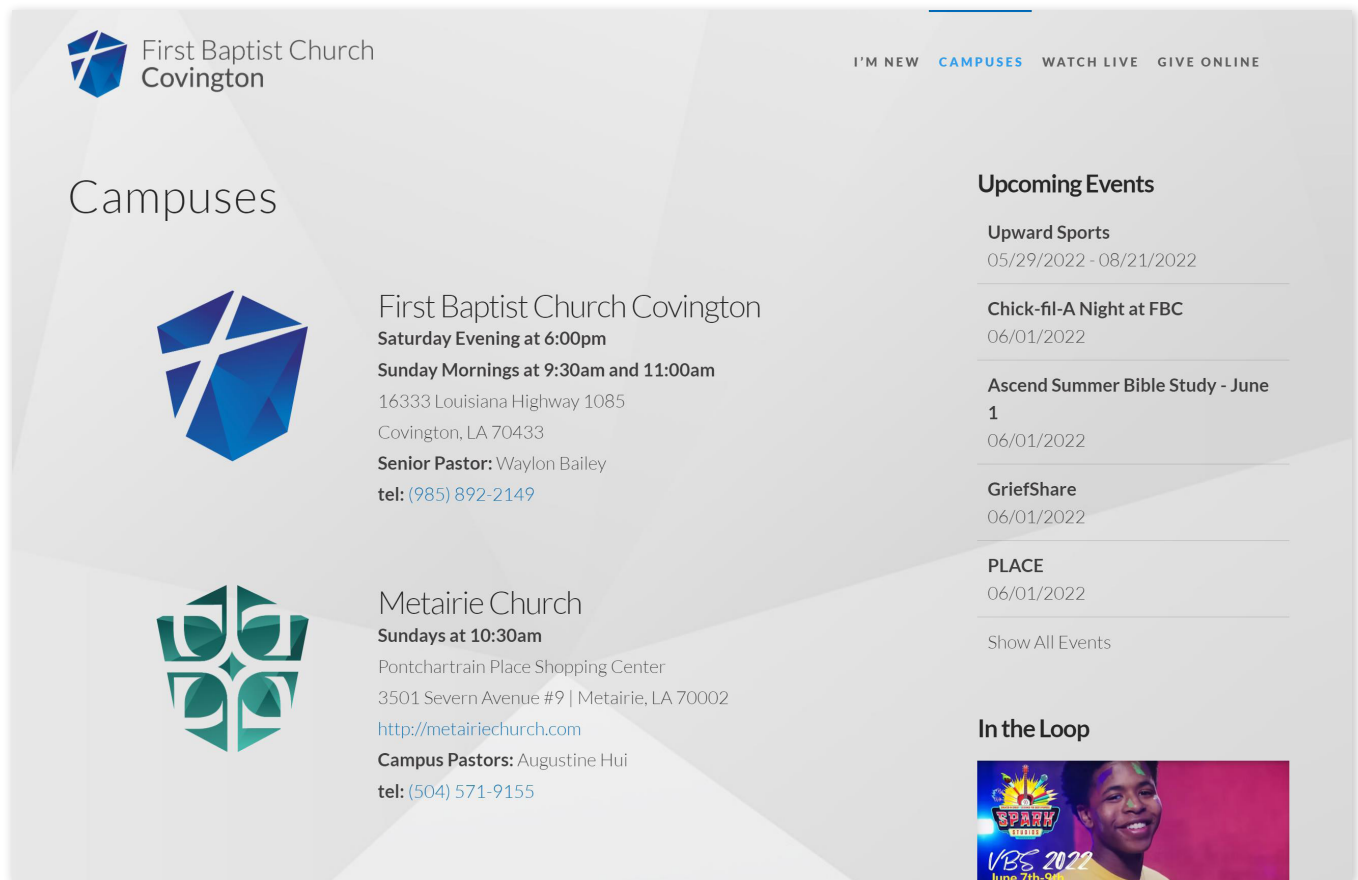
How are multisite churches approaching their websites?
We identified 6 approaches.

- 1 No Campus Page** 12% of respondents
Campuses do not have individual webpages.
- 2 Campus One-Pager** 65% of respondents
Each campus has a single landing page.
- 3 Campus + Subpages** 6% of respondents
Each campus has a landing page with subpages uniquely tailored to that campus.
- 4 Site within a Site** 17% of respondents
Each campus has what feels like its own website nested under the umbrella of the churchwide site. Users can toggle between campus sites typically via the main navigation.
- 5 Context Switching** 0% of respondents
Each campus has a landing page. However, users can switch the entire site of individual pages to a campus-specific view that dynamically changes the content for churchwide pages.
- 6 Separate Websites** 6% of respondents
A least one campus has an entirely separate domain and website.

UX: Multisite Website Models

Model 1: No Campus Page

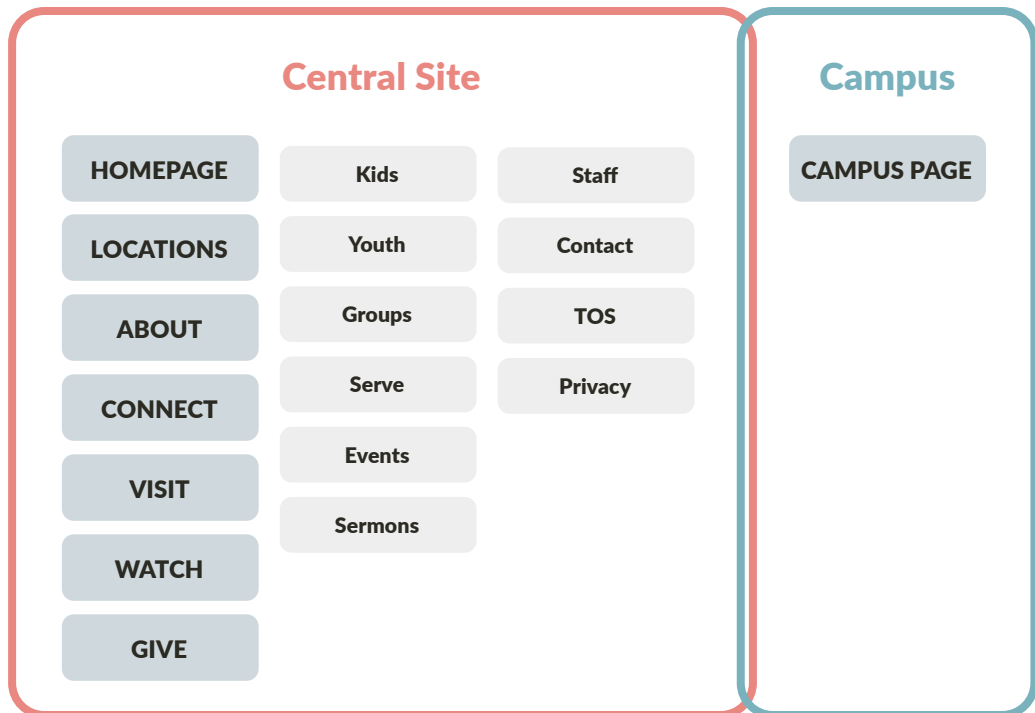
- **What is it?** Campuses do not have individual webpages. Instead campuses are all listed on the same page or in the footer.
- **Who's it for?** We do not recommend this approach as most multisite campuses have enough information unique to their campus to warrant their own webpage.
- **Pros:** Easy to maintain.
- **Cons:** Can leave users feeling disconnected and less certain of what to expect.
- **Examples:** FBCcov.org, CalvaryChristian.com, Real.Life, Wooddale.org



UX: Multisite Website Models

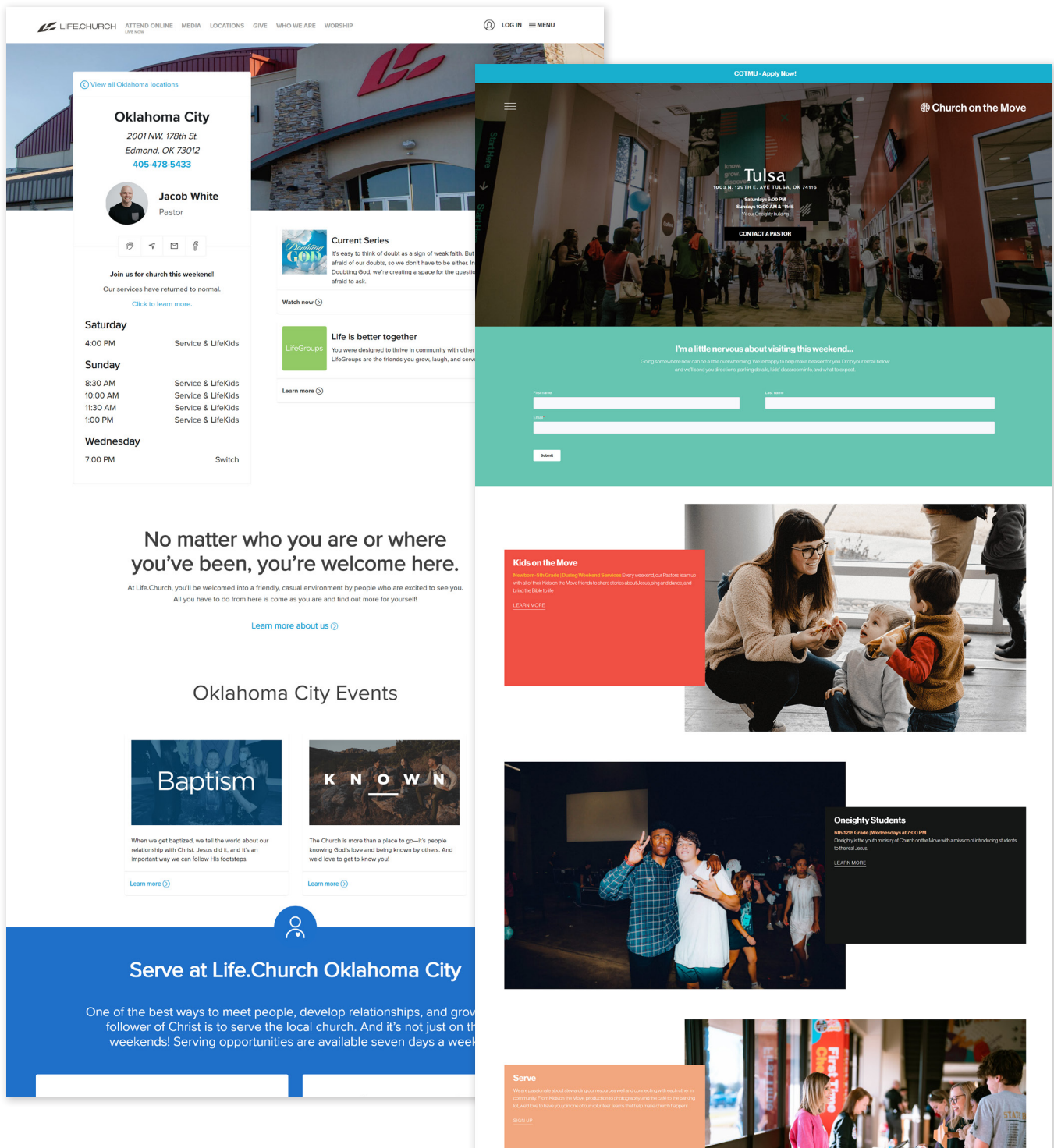
Model 2: Campus One-Pager

- **What is it?** Each campus has a single landing page. Typically, the website has generalized pages for content like kids ministry, which is linked to from each individual campus' page.
- **Who's it for?** Churches whose campuses consistently look and feel the same. They offer a highly predictable experience. Typically, these churches have highly centralized models that reach the same subcultures across each campus.
- **Pros:** Less content to maintain.
- **Cons:** Most multisite campuses are unique enough to benefit from additional pages that are contextualized to each campus. Also, the user is taken away from the campus view if they click on any links, which makes users bounce back-and-forth by having to reselect their campus.
- **Examples:** Life.Church, NewSpring.cc, ChurchontheMove.com, ScottsdaleBible.com, Ginghamsburg.org



UX: Multisite Website Models

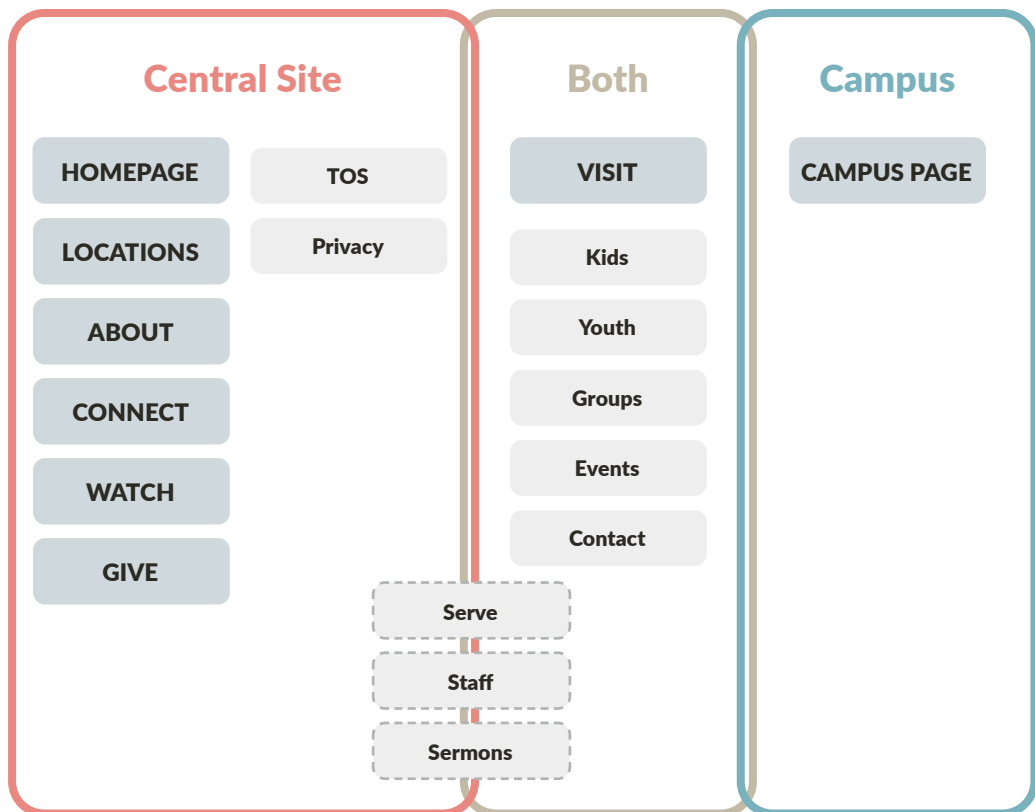
Model 2: Campus One-Pager



UX: Multisite Website Models

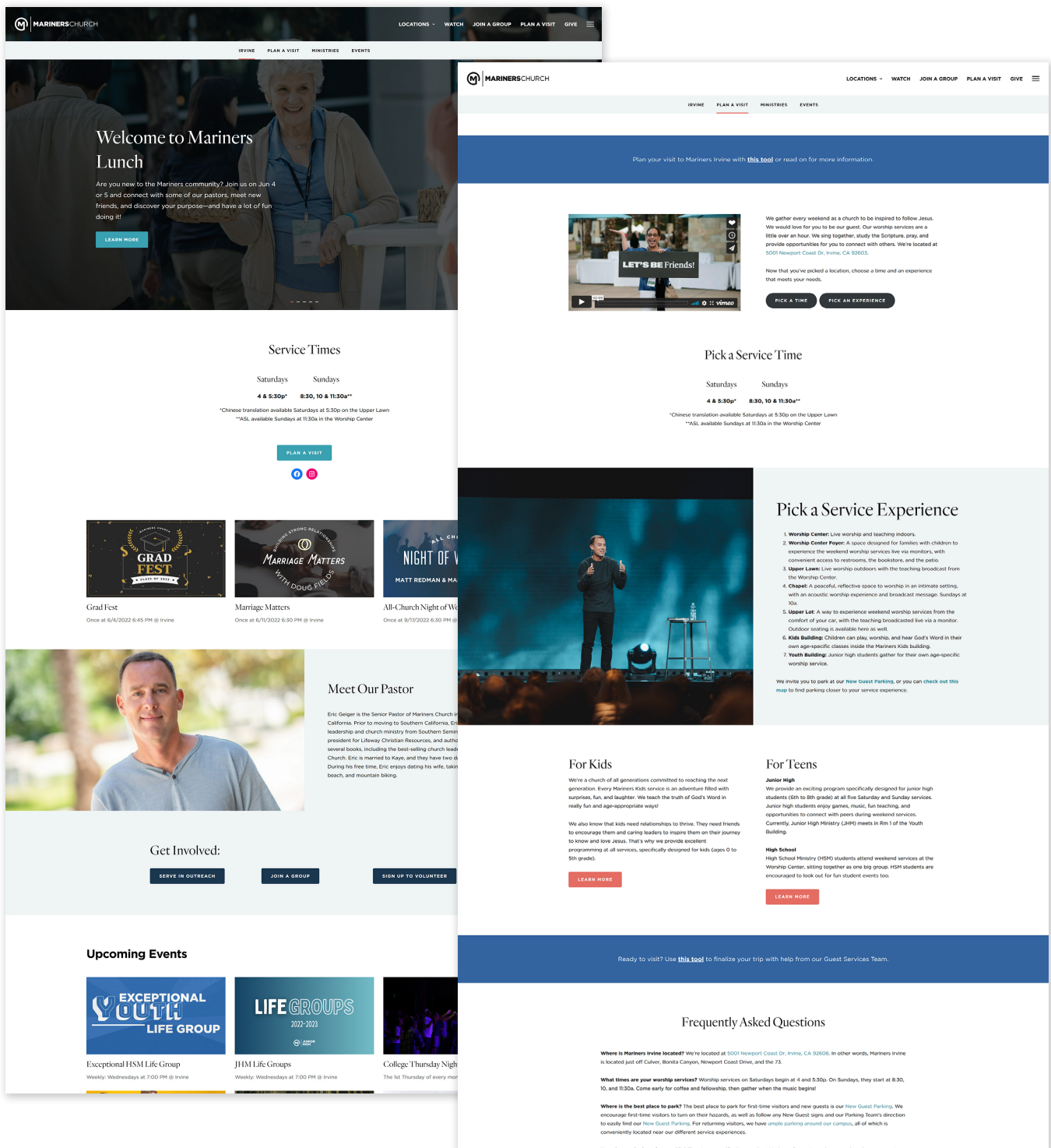
Model 3: Campus + Subpages

- **What is it?** Each campus has a landing page with subpages uniquely tailored to that campus.
- **Who's it for?** Most multisite churches.
- **Pros:** This approach has the widest use case and offers a good balance of flexibility and easy maintenance. It gives visitors a good feel for your church before selecting a campus while also allowing for campus-specific pages once a campus is selected. Campus content uses a sub-navigation, while the main navigation remains churchwide.
- **Cons:** The user is taken away from the campus view if the main navigation is clicked, which makes users bounce back-and-forth by having to reselect their campus.
- **Examples:** MarinersChurch.org, FreeChapel.org, NECchurch.org



UX: Multisite Website Models

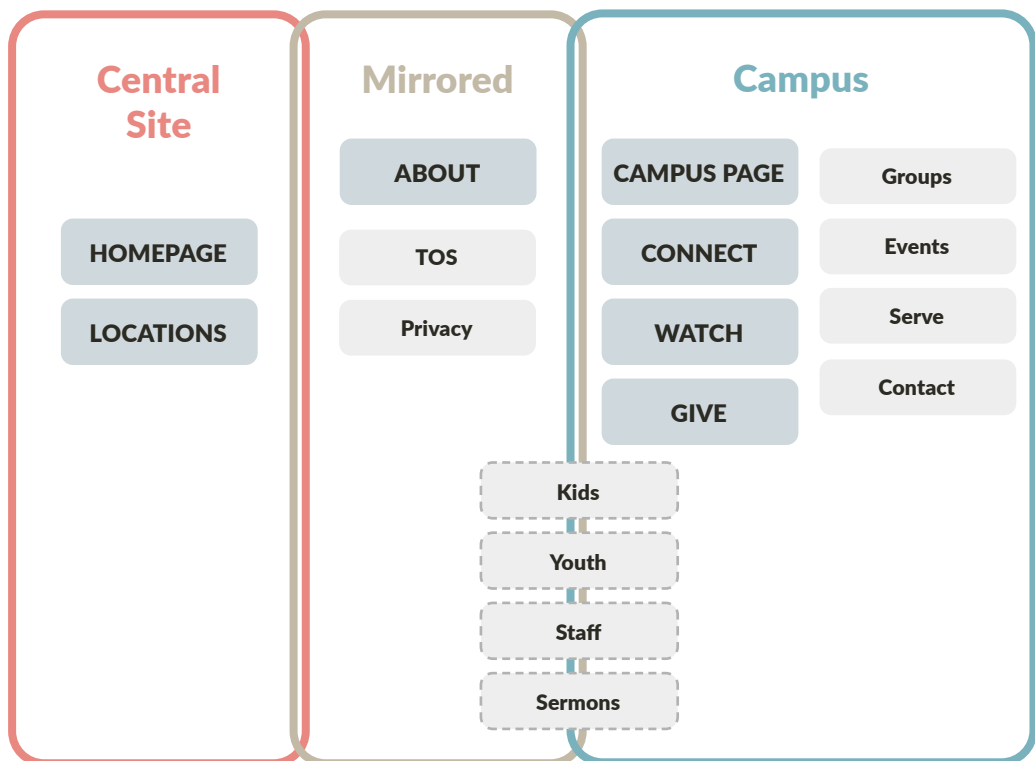
Model 3: Campus + Subpages



UX: Multisite Website Models

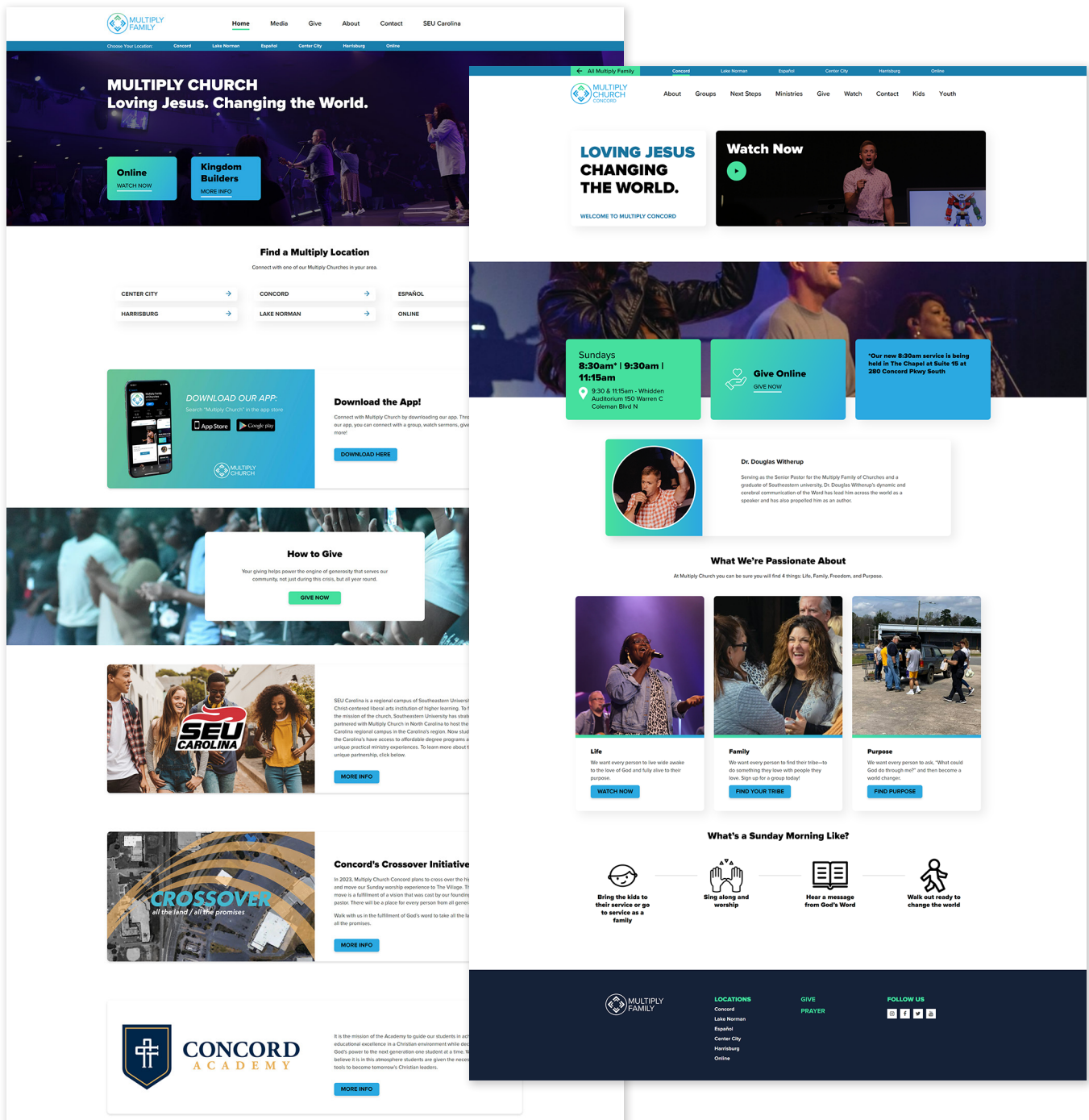
Model 4: Site within a Site

- **What is it?** Each campus has what feels like its own website nested under the umbrella of the churchwide site. Users can toggle between campus sites typically via the main navigation. This approach minimizes content at the org-wide level and moves most content to the campus level. Header and main navigation change to be campus-specific once a campus is selected. Visitors must select a campus early in the process.
- **Who's it for?** It is great for multisite churches with 2-7 campuses with higher autonomy and notable differences across locations in terms of culture, style, programs, and resources.
- **Pros:** It tailors the information and even some of the look and feel to each campus' unique needs while keeping all of the campuses in one actual site. It keeps users from bouncing in and out of campus content.
- **Cons:** It requires more content creation and maintenance overall.
- **Examples:** Multiply.Church, RedemptionAZ.com, NewLifeChurch.org, FrontlineChurch.com



UX: Multisite Website Models

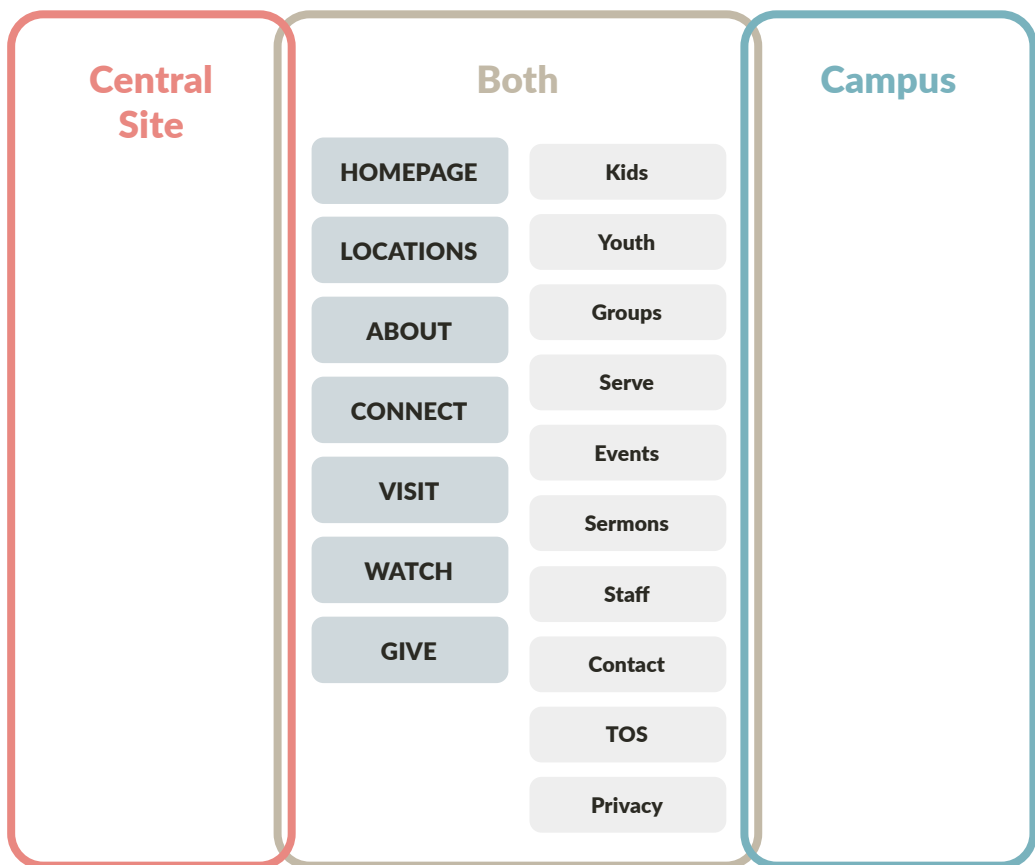
Model 4: Site within a Site



UX: Multisite Website Models

Model 5: Context Switcher

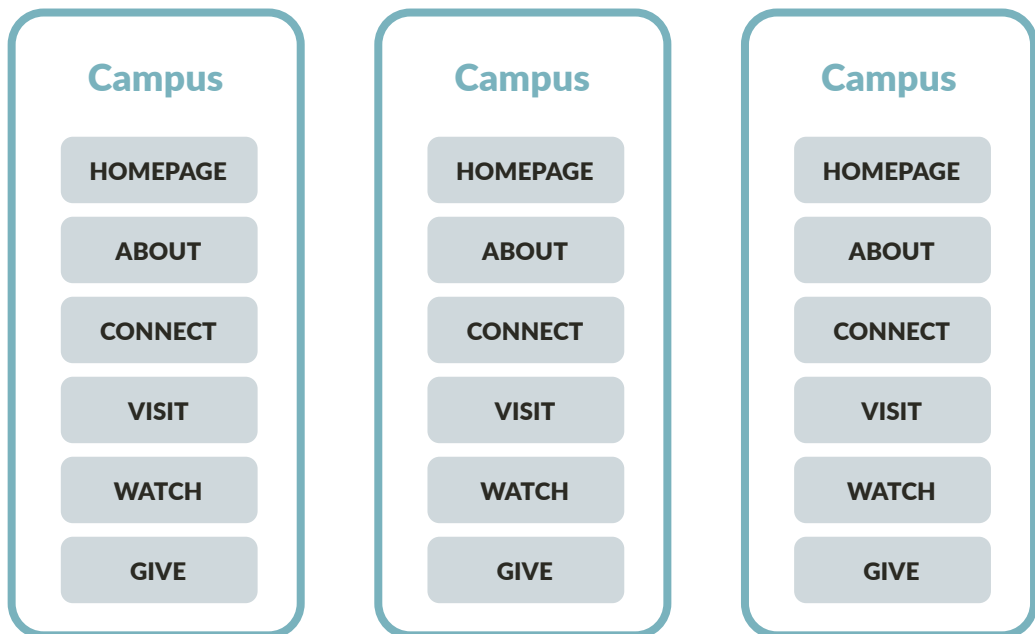
- **What is it?** This model provides a generalized version of your site, when when a campus is selected the entire site (including header and navigation) transform into a contextualized version specifically for that campus. You can use cookies to store a users location and so they are redirected back to the campus view when they return.
- **Who's it for?** It is great for multisite churches with 2-7 campuses with higher autonomy and in-person teaching at each campus.
- **Pros:** It is an innovative and powerful way to let users flow through the site (if done well).
- **Cons:** It is trickier to do well and comes with a much higher operational commitment to create and maintain the content variations.



UX: Multisite Website Models

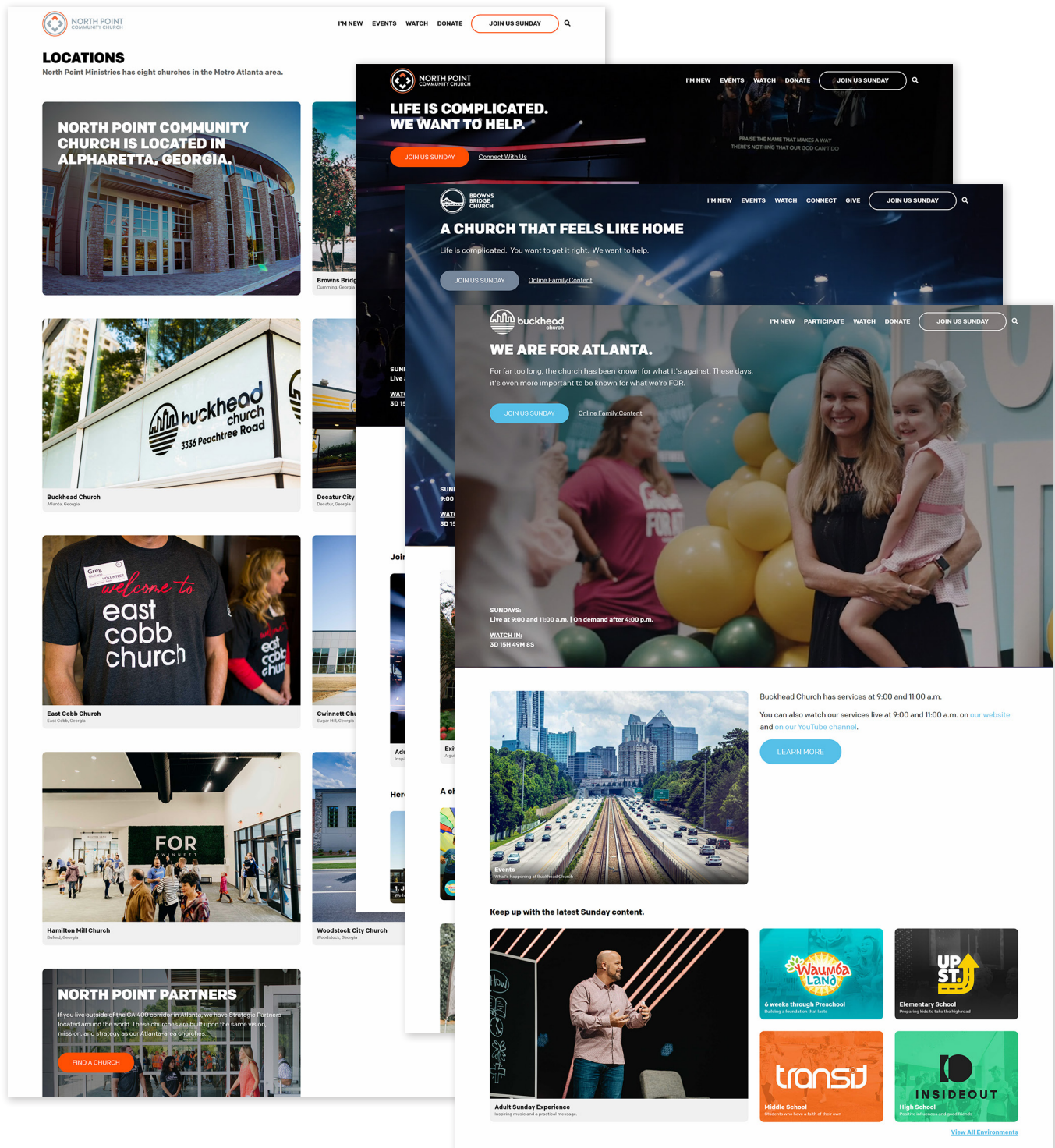
Model 6: Separate Websites

- **What is it?** At least one campus has an entirely separate domain and website.
- **Who's it for?** Multisite churches that operate like a church planting network with unique branding for each campus. Also, multinational multisite churches may find benefits in unique websites for each country.
- **Pros:** It allows full web and brand autonomy for uniquely branded or multinational campus.
- **Cons:** It requires more work to create and maintain, especially if each site has a unique design. The tech infrastructure is complicated although there are solutions like WordPress multisite that allow for different domains to be managed from the same admin panel.
- **Examples:** NorthPoint.org/locations



UX: Multisite Website Models

Model 6: Separate Websites



UX: Site Navigation

The site navigation is one of the first elements that visitors interact with on your site. Optimize the navigation to make it easier for them to find what they need.

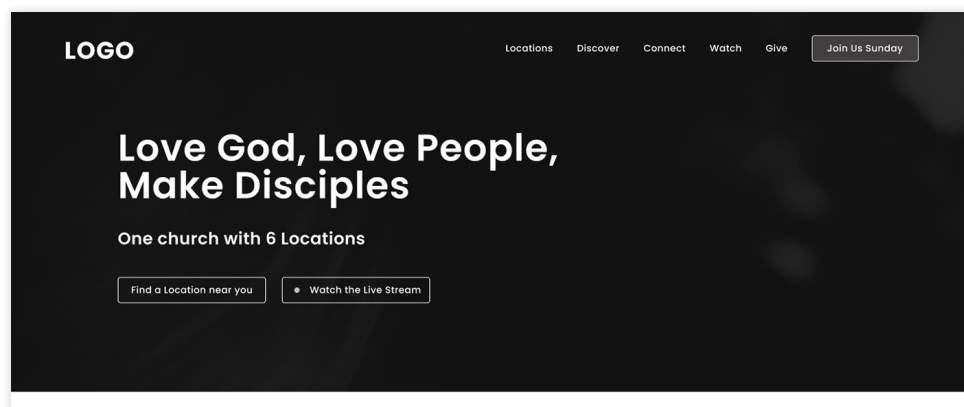
- **Design the navigation for what users want.**
What are they looking for? Their priorities may not always align with your priorities, so identify any misalignments. Focus on the answers & outcomes they need rather than your preferences.
- **Make all content discoverable within 1-3 clicks.**
The longer it takes to find content the more likely they are to leave. Keeping all content to 2-3 layers deep is easier for users, but it does require intentional design.
- **Limit the main navigation to 3-5 options (6 max).**
And when possible, keep those options limited to single words. Too many options slow users down and lead to fewer decisions. And more than 6 options may cause users to not fully process the choices.
- **Design for mobile phones first.**
People use their phones... a lot. Mobile cannot be an afterthought. Begin with the mobile strategy.

Sample Main Menu

Examples of main navigation menus that work well for multisite churches are:

Locations Discover Connect Watch Give Join us Sunday [button]

Visit Discover Connect Watch Give Join us Sunday [button]



UX: Site Navigation

Most Common Main Menu Options

An analysis of the main navigations from 50 church websites (single location & multisites) identified the following as the most common menu options.

86%	Give (Giving, Ways to Give)
80%	Watch (Sermons, Messages, Listen, Media)
76%	About (Who We Are, About Us, Discover)
40%	Locations (Campuses)
38%	Connect (Get Connected, Grow)
34%	Events
20%	Church Online (Attend Online, Watch Online, Watch Live)
18%	New Here? (I'm New, Start Here)
16%	Ministries
16%	My Profile (Login, Sign In, Account)
14%	Next Steps
14%	Contact
14%	Home
12%	Groups (Life Groups, Find a Group, Join a Group)
12%	Get Involved
12%	Care (Get Support)
10%	Visit (Plan a Visit, Join Us Sunday, Come Visit)
10%	Serve (Volunteer)
10%	Grow
8%	Resources
6%	Store
6%	Missions
6%	News (Happening Now)
6%	Blog
4%	Worship
4%	Jesus (Know God)
4%	Help

UX: Church Homepage

Your website has 17 to 50 milliseconds to make a good impression. That's faster than 0.05 seconds. Twice as fast as the blink of an eye.

Gitte Lindgaard's research¹ set the 50 ms benchmark in 2006 by discovering that people judge a website's visual appeal almost instantaneously. Then a team of Google researchers² measured first impressions as quickly as 17 ms in 2012.

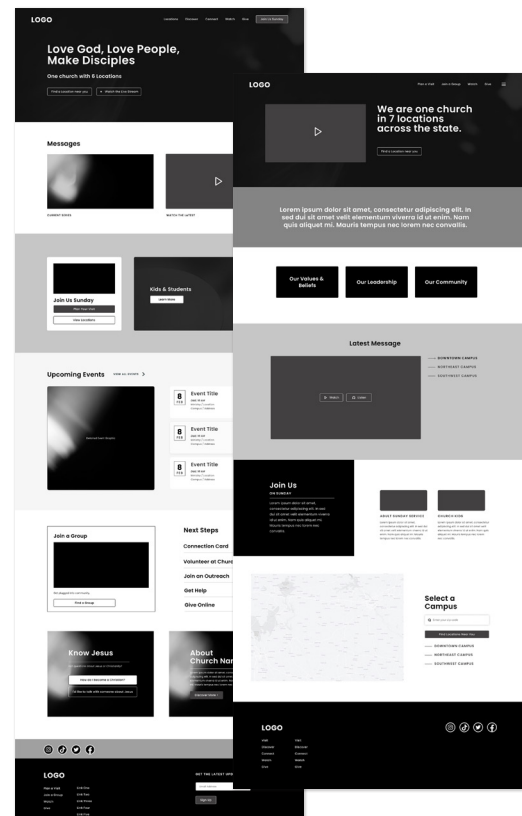
Google's research discovered "users strongly prefer website designs that look both simple and familiar. If the visual complexity of a website is high, users perceive it as less beautiful, even if the design is familiar. And if the design is unfamiliar, users judge it as uglier, even if it's simple."³

Your church's homepage should be tightly honed in for new visitors who have yet to form a first impression about you.

Sample Homepage Content

An example of homepage content that works well for multisite churches is:

- Hero Banner
- Latest Message and/or Current Series
- Plan a Visit / What to Expect
- Kids / Families
- Events
- Groups
- Next Steps
- Select a Campus Map
- Jesus / Altar Call
- About
- Newsletter



1 Lindgaard G., Fernandes G. J., Dudek C. & Brown J. Behav. Inf. Technol., 25. 115 - 126 (2006).

2 Alexandre N. Tuch Eva Presslaber Markus Stoecklin Klaus Opwis Javier Bargas-Avila International Journal of Human-Computer Studies, vol. 70(11), pp. 794-811 (2012).

3 Javier Bargas-Avila, "Users love simple and familiar designs – Why websites need to make a great first impression", (2012).

UX: Site Navigation

Most Common Homepage Content Options

An analysis of the homepage content from 15 church websites identified the following as the most common content.

Hero Banner (100%) [Static Hero (73%), Video Loop Hero, (27%) Hero Tagline (47%)], Featured Event(s) (67%), Give (67%), Plan a Visit / What to Expect (60%), Social Media (60%), Latest Message (60%), Current Series (53%), Kids / Families (47%), Featured Next Steps (47%), Newsletter (47%), Groups / Outreach (33%), Volunteer (33%), Featured Program (27%), Get Involved (20%), Jesus / Testimony (20%), Meet Pastor (20%), Multiple Calls-to-Action Module (20%), Prayer (20%), Resources (20%), Beliefs (13%), Bible Reading Plan (13%), Blog / Podcast (13%), Ministries (13%), Featured Content (13%), Worship (13%), Church Online (7%), Invite a Friend (7%), Our Stories (7%)

Page Order of Most Common Homepage Content

An analysis of the average order on the page that the most popular content appears is as follows. In this case, most popular is defined as used by 27%+ of sites.

Usage Rate	Page Order	
100%	1.0	Hero Banner (static image with tagline)
60%	3.7	Latest Message
53%	3.9	Current Series
60%	4.1	Plan a Visit / What to Expect
47%	5.6	Kids / Families
47%	6.3	Featured Next Steps
27%	6.3	Featured Program
67%	6.5	Give
33%	6.6	Groups / Outreach
67%	6.7	Featured Event(s)
33%	8.4	Volunteer
47%	9.3	Newsletter
60%	10.4	Social Media

UX: Selecting a Campus

One of the most important steps in a multisite church website's user journey is selecting a campus location. Unfortunately, the majority of multisite churches do not optimize this user experience.

We identified 5 primary approaches for presenting users with a list of campuses.

1 **Dropdown List** 41% of respondents

- 77% of churches using a dropdown for selecting a location only list the campus name.
- The other 23% of churches include information in the dropdown such as address, times, distance from zip, or even the ability to set a campus as “my campus.”

2 **Footer Navigation** 31% of respondents

- Only 60% of churches using the footer to list locations also link them to campus pages.

3 **List of Locations** 47% of respondents

- Only 7% of churches using a list of locations made that list dynamically sortable by IP address or zip code. These dynamic lists were always paired with an interactive map.
- Information displayed on these lists includes campus name (100%), link to campus page (80%), address (53%), campus photo (40%), service times (33%), campus description (13%), directions (13%), and campus pastor (7%).

UX: Selecting a Campus - Approaches

4 Location Cards 53% of respondents

- “Cards” are an approach to user interface design that organizes all of the content and buttons within a contained, streamlined design that resembles a physical card.
- Among churches using cards, 18% displayed the distance and 12% made the cards sortable by distance using zip code or IP address.
- Information displayed on these cards includes campus name (100%), link to campus page (100%), service times (82%), campus photo (65%), directions (41%), address (35%), distance (18%) city without address (6%), and the ability to set a campus as “my campus.”

5 Map of Locations 44% of respondents

- 71% of churches with a map use Google Maps.
- 14% of churches with a map use a static map image; 86% use an interactive map with cards that appear upon hovering or clicking on a location.
- 17% of these interactive maps include a list of campuses as part of the map’s left sidebar on desktop browsers.
- Information displayed on these maps includes campus name (100%), address (71%), link to campus page (57%), directions (43%), service times (21%), and phone (14%).

UX: Selecting a Campus - Recommendations

Most multisite church websites use a few of these approaches. Our recommendations for best practices depend on ❶ how many locations you have and ❷ how many metropolitan areas you serve.

2-3 Locations (single or multiple metros)

- [Maybe] Static Cards
- [Good] Cards Sortable by Distance
- [Good] Sortable List + Static Map
- [Good] Sortable List + Interactive Map

4-6 Locations (single metro)

- [Do Not] Static Cards
- [Maybe] Cards Sortable by Distance
- [Good] Sortable List + Static Map
- [Good] Sortable List + Interactive Map

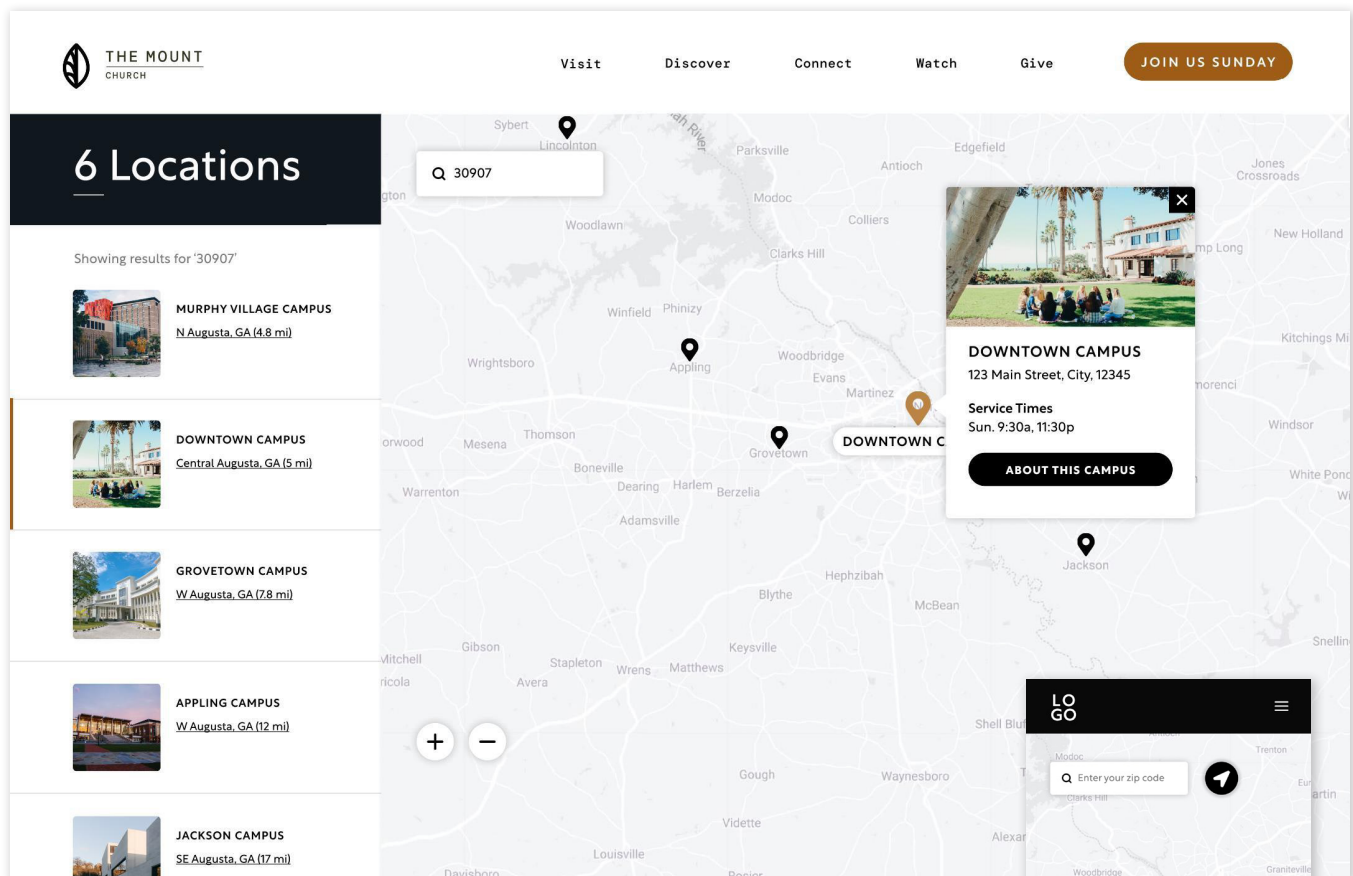
7-9 Locations (single metro)

- [Do Not] Static Cards
- [Do Not] Cards Sortable by Distance
- [Maybe] Sortable List + Static Map
- [Good] Sortable List + Interactive Map

10+ Locations OR Multiple Metros

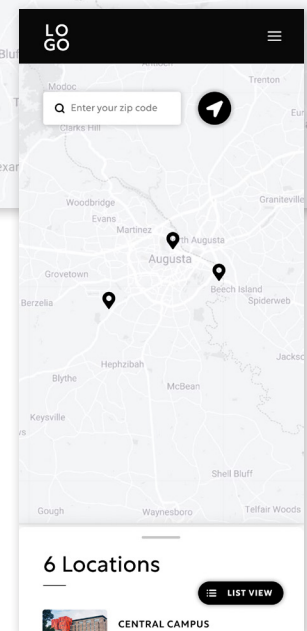
- [Do Not] Static Cards
- [Do Not] Cards Sortable by Distance
- [Do Not] Sortable List + Static Map
- [Good] Sortable List + Interactive Map

UX: Selecting a Campus - Recommendations



Top Choice: Sortable List + Interactive Map with Map Cards

A solution that works well for any multisite church website is ① an interactive map with ② a sortable list of campuses in the left sidebar (on desktop browsers) and ③ map cards that appear when users hover or click on a map pin.



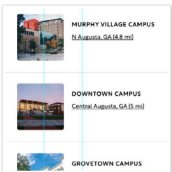
UX: Selecting a Campus - Recommendations



Interactive Map

Ideally, the map will display nearby results without requiring the user to first perform a search.

- For a single metropolitan area, ① display all locations or ② pre-zoom in based on the location of the user's IP address.
- For multiple metropolitan areas, ① pre-zoom in on the state or metropolitan area from your church that is most relevant to the user's IP address (if the user is within 100 miles of the nearest location. Otherwise, ② display map at a high enough level to show all locations OR ③ have users first choose from a list of states/regions/countries.

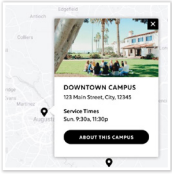


Map's Sortable List

The sortable list of campuses complements the map by helping users narrow in on the nearest locations and funneling them to the campus page(s) that are most relevant. Keep it simple. These lists should display only the bare minimum information and ideally have only one call-to-action (e.g., “view campus”).

- **Do display Campus Name** in large type.
- **Do display High-Level Location.** We recommend using an abbreviated location for these lists and making the full address easily accessible elsewhere. Keep in mind that zip code is meaningless unless it is their zip code.
 - **Example 1: City, State**
(e.g., Naperville, IL or Brentwood, TN)
 - **Example 2: Compass Direction + City/Metro**
(e.g., SW Chicago or South Nashville)
- **Do display Campus Photo** as a small avatar if space is available.
- **Do not display Phone Number** but do make it easily accessible elsewhere with one click.
- **Usually do not display Service Times** unless they vary considerably between campuses.

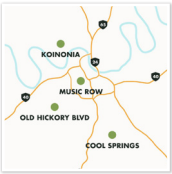
UX: Selecting a Campus - Recommendations



Map Pin Cards

Since only one map card is active at a given moment, they are a great way to add secondary info that is not included in the map's sortable list of campuses. Potential information to display includes:

- **Campus Photo** (optional & larger than list avatar)
- **Campus Name**
- **Full Address** (linked to Google Maps)
- **Service Times**
- **Call-to-Action Button** (linking to campus page)
- **Phone** (optional & not needed if above the fold on the campus page)



Static Map

For multisite churches with up to 6 locations in a single metropolitan area, a static map may be able to be used. A few guidelines:

- **Use a minimalist design for the map graphic** that excludes irrelevant information and limits the color & noise.
- **Display the campus name of each map pin.**
- **Consider branded map pins.**

Directions & Phone

- **Directions can be limited to campus pages & should open in Google Maps.**
Funnel users to the campus page first so you can engage them, set the tone, and let them know what to expect before sending them off to Google Maps. However, be sure to make the button for directions clear and visible above the fold on the campus page.
- **Phone numbers can be limited to campus pages & should always be clickable.**
This reduces clutter from the location search process (cards, lists, maps) and streamlines the user experience while still making phone numbers easily and intuitively accessible to those that need them. However, do make sure the phone number is readily visible on the campus page.

UX: Selecting a Campus - Recommendations

View your location search through the eyes of a first-time visitor.

Location Search

- **Location search must be mobile-friendly.**
This is non-negotiable.
- **Allow users to sort by locations nearest to them using their zip code or full address. Mobile users should be able to share their location.**
Consider offering search by city/state, too. Ideally, users receive autocomplete suggestions relevant to your geography as they type. However, searching by zip code is not always precise to the users' location, especially in less densely populated areas. Specifying search radius is outdated and not needed. For churches with 3 or fewer locations, sorting by distance is optional.
- **[Cards & Lists] By default, locations should be sorted alphabetically.**
However, some churches may prefer to list with the main flagship campus first.
- **[Cards & Lists] However, an advanced default approach is to have the locations sorted based on distance from the zip code of the user's IP address.**
In this case, either ❶ do not display the distance values unless a user manually provides their zip code or ❷ clearly display the IP address's zip code and allow users to adjust it.

Location Search for Multiple Metros

If your multisite church serves multiple metropolitan areas, also consider the following.

- **[Map] Pre-zoom in on the state or metropolitan area from your church that is most relevant to the user's IP address.**
Use the IP address to identify the city, state/region, and country.
- **[Map] If no IP address provided OR if the IP location is greater than 100 miles from the nearest location, ONLY THEN display map at a high enough level to show all locations.**
Starting this high requires extra clicks to zoom in, so it should only be used when results can't be narrowed down.
- **[Map] If locations are global OR if the IP location is greater than 100 miles from the nearest location, consider adding an intermediate step to allow the user to select from a list of states/regions/countries before map pins display.**

User Journey: Visitor

View your website through the eyes of a first-time visitor.

Step 1: First Impression

When I visit your website, it takes 0.2 seconds for me to start forming a first impression and 2.6 seconds¹ to reach the section that most influences my first impression. I scroll through the homepage's top sections and form opinions about who you are, if I like the design, and if I can trust you.

Those seconds determine whether I stay or go.

- According to one study, trustworthiness is 94% design (including usability) and 6% content.²
- Your design is your credibility. You can't stop people from making assumptions, but you can create an image that produces the right assumptions.
- Keep it simple. Easy to scan and digest. Limit how many options are visible at a time.
- Use happy, welcoming imagery of your church in action (worshipping, greeting each other & serving).

Step 2: Do I fit in?

In the next 10-60 seconds, I quickly scan the homepage to gauge if your church is a culture fit and to look for any red flags. This is BEFORE I dive deeper via clicking on a link or selecting a campus.

- Is this church actually in my city?
- Are there clues about your church's beliefs, priorities, or approaches?
- Do I see photos of people like me? Would I fit in?
- What are the teaching and worship styles?
- Is Jesus mentioned at all?

¹ Missouri University of Science and Technology. "First impressions form quickly on the web, eye-tracking study shows." ScienceDaily. ScienceDaily, 16 February 2012.

² Proceedings of the 2004 Conference on Human Factors in Computing Systems, CHI 2004, Vienna, Austria, April 24 - 29, 2004.

User Journey: Visitor

Step 3: Diving Deeper

If I am still interested in possibly visiting after scanning the homepage, I MAY want to dig deeper into an area BEFORE coming to the decision to select a campus or visit in person.

- Can I find a link to beliefs, values, or church history?
- Can I find more information about children's ministry (safety, curriculum, etc.)?
- Can I discover who the pastor and leaders are?
- Can I a sample sermon?
- Can they accommodate a special need (sign language, autism, etc.)?
- Does the church support causes or offer ministries that matter to me (e.g. foster care)?

Step 4: Selecting a Campus

If I stay interested, then at some point I will WANT to easily discover and select a campus near me.

This can be tricky for people who are new to an area and don't recognize campus names or addresses. And even locals appreciate a streamlined process when they are located between multiple campuses.

- How many locations are there?
- Which campuses are closest to me? Showing physical distance from each campus is a plus.
- Can I tell anything unique about that campus before selecting it (youth programming, worship style, etc.)?
- Can I easily return to the main list or switch campuses?

Step 5: Planning a Visit

If I am strongly considering visiting your church, then I would like to find detailed information about my first visit so I feel more comfortable.

- Can I view and select locations (if I haven't already)?
- Can I find the service times & address (or get directions)?
- Are there any special arrival instructions (parking, where to go, etc)?
- How should I dress?
- Do you have classes for my kids' age group?
- Do I need to pre-register?
- How do I contact the kids ministry about a question (e.g. allergy, disability)?
- Can I contact a welcome team if I have questions or to let them know I'm coming?

User Journey:

New Attendee (not yet connected)

Consider what information a new attendee might need. How can they go from “not yet connected” to “engaged?” Can they easily find what they need in 1-3 clicks?

Connect

- Find an available group near me & show interest in joining.
- Find a relevant ministry & take the first step to connect.
- Review serving opportunities & sign up to serve.
- View upcoming events & register (or add to my calendar).
- Sign up for a class/gathering for new people.

Follow

- Sign up for emails.
- Sign up for text messaging.
- Subscribe to the podcast.
- Follow on social media.

Seek Spiritual Answers

- Find information about who Jesus is.
- Discover how I can become a Christian.
- Ask someone about Jesus or spiritual questions.
- Search for sermons on a topic I'm curious about.

Grow Spiritually

- Listen to a sermon I missed.
- Look for devotional or spiritual growth resources.
- Learn more about baptism & how to sign up.
- Get help, support, or counseling (1-on-1 or from a group).
- Give financially for the first time.

User Journey: Regular Attendee

Is it easy for regular attendees to find and access what they need?

Update My Data

- Update contact info, family details, etc.

Give

- Sign in to my giving profile.
- Make a one-time donation.
- Set up a recurring donation.
- Edit a recurring donation (i.e., payment method, billing address, frequency & amount).
- Cancel a recurring donation.

Serve

- Learn about volunteer opportunities.
- Sign up to volunteer on Sundays.
- Join an outreach team.
- Complete background checks & training.
- View volunteer schedule & manage availability.

Lead

- Find resources to invite someone to church.
- Indicate interest to lead or host a group.
- Sign up for discipleship or evangelism training.

We are here to help if you need us.

We hope you find this research helpful. We sure did.

Using the insights, we created better [UX frameworks](#), a [location finder tool](#), and a [sermon player](#) optimized for multisite church websites.

For a demo, a site audit, or to explore a new website, say hello at support@missionlab.dev

