



PROJECT: First Parish in Concord

Notes from meeting May 2005. Purpose was to brainstorm and prioritize what is important for the website.

OVERVIEW

The goal of the First Parish in Concord website is to have a positive first impression of First Parish as a large, active, energetic congregation. Their website needs to reflect the activities of this busy church, while at the same time make it welcoming for new or virtual visitors. Some information on the site, like calendars or meeting minutes, needs to be updated frequently. There is not a staff person who has this as a responsibility.

AUDIENCES

1. Members and friends
2. Potential new members
3. UUA, ministers, tourists, youth groups
4. Wright Tavern/Jericho Road participants
5. Media
6. Wedding couples

OBJECTIVES

Create a more welcoming and active homepage Use photos of members and activities at First Parish. Include essential information (hours of worship, phone number, address, etc)

Rethink left bar navigation, try to consolidate and use less internal, more inviting language

Make it easier for staff to maintain and update information

Include more engaging staff contact information Update with staff bios, photos, and email addresses