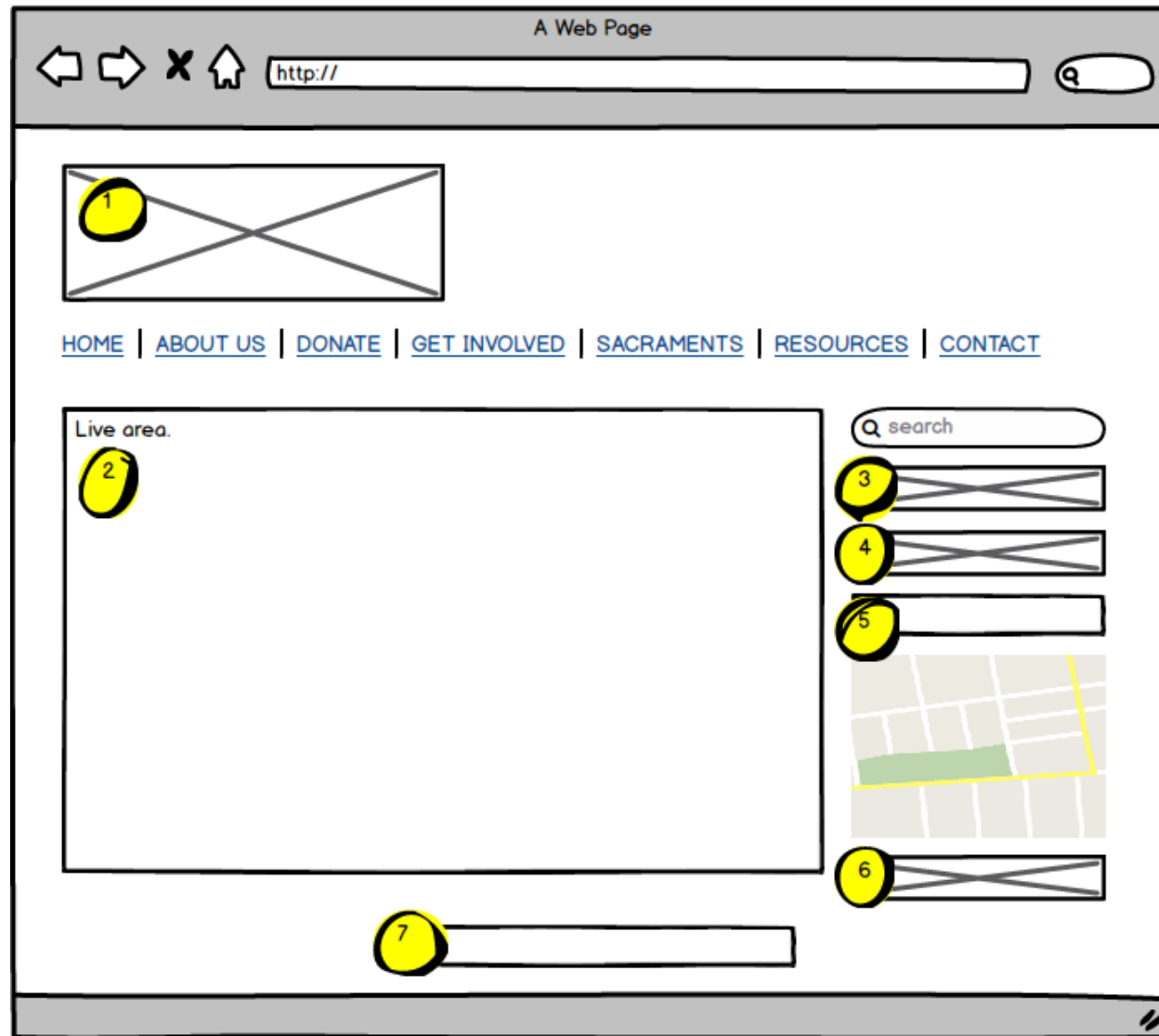
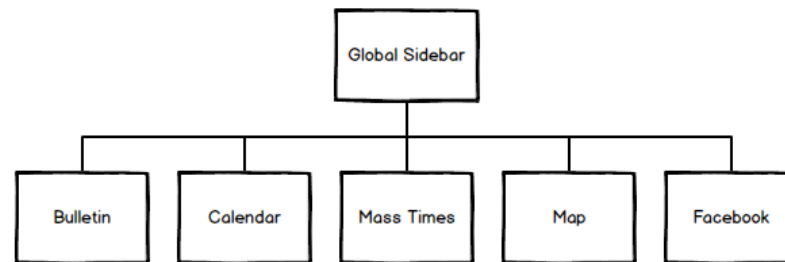
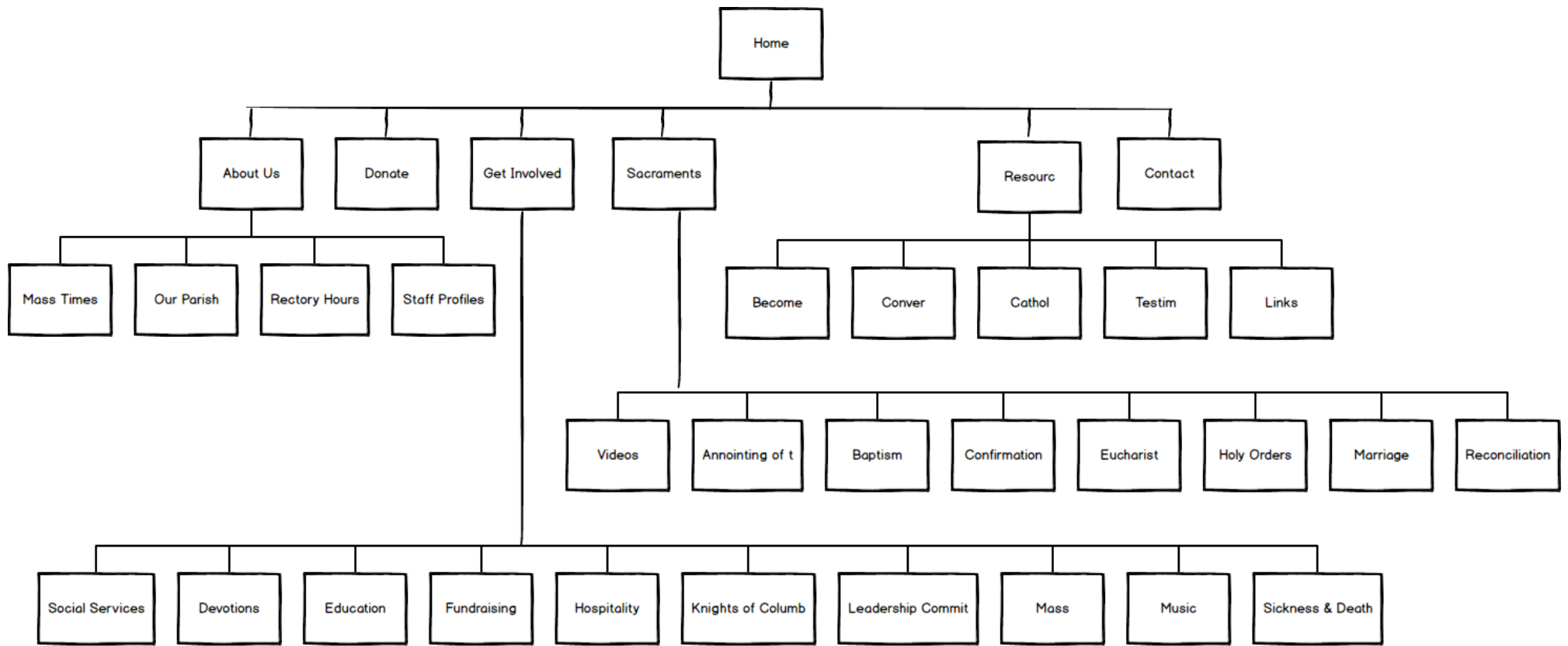


Annotated Wireframe



- 1 Church Logo & Name: Always links to homepage.
- 2 Live Area: All changing content will use this area.
- 3 Bulletin: This opens a pdf of the weekly Church bulletin. Users can view online, download, or print the pdf.
- 4 Calendar Icon: Goes to the Calendar webpage. Here, users can see all upcoming events and click to add events to their personal calendars on their smartphones or other web devices.
- 5 Mass Times & Map: Users can use Google Maps to find the address or directions to the Church.
- 6 Facebook: This launches the social ministries Facebook page for the Church. This has events and a news feed that they can subscribe to.
- 7 Info: Parish name and address



Compiled Data

Research included interviewing office staff and parishioners who use the website, reviewing analytics, and studying competitor sites.

Home	Calendar	About Us	Sacraments	Ministries	Contact Us
Bulletin	Events	Priest Profiles	Weddings	Religious Ed	
Mass Times	Pancake Breakfast	Staff Profiles	Funerals	Choir	
Holy Days	Garden/Adopt	History	Baptisms	Altar Guild	Volunteer
Rectory Hours	Priest Schedules	Church Photos	Communion/Sick	Care for Sick/	SMT School
Confession Times	Altar Server Schd	Directions		Pre-Cana	Facebook Page
Parish Live		From Pastor		RCIA	
				Food Bank	Forms
Parish Happenings	Donate	Resources		Purgator. Society	Veritus Class
Photos	Pay Pal	EWTN		Prayer Shawl Min.	Altar Server
Snow Cancelations	Credit Card	Lighthouse		Beome Lector	Church Registration
Who Mass is For	Faith Direct	Knights of		Become Euch Min.	God Parents
	Bank Check	Catholics Come		Become Usher	Confirm Sponsors
Prayer Life	Script	Dioces		Taize Prayer	Marriage Prep
Mass Rdings	Cash	Catholic Charities		Ministry Life	Religious Ed
Telecare	Envelopes			Social Ministry	Fees for Weddings
EWTN				Youth	Feeds for Funerals

St. Martin's Church

Statistics:

The current website has approximately 1,700 visitors per month. 1,350 of those visitors go directly to the homepage and leave in under 30 seconds. Approximately 25% of registered parishioners attend weekly Mass and the majority of donations come from the Senior population.

Needs/Goals:

- Increase weekly Mass attendance
- Increase volunteerism and parish involvement
- Increase donations
- Calendar of events must connect to smartphone and computer calendars
- Site must be "Responsive" (adaptable to smartphones, tablets, and laptop devices)
- Simplify the site. Better organize content
- Make donating to the parish easy. Provide several options
- Teaching element/evangelization must be added to the site
- Links must be named in the easiest/most clear language

Ideal User:

The ideal users are parishioners who want to find Mass times as well as plug into parish life and volunteer opportunities. Also, non-practicing Catholics who want to be married in the Church, Baptize their infants, and have their children Confirmed must be warmly welcomed into the Church community through easy access to social, spiritual, and volunteer opportunities. There must always be a teaching element available on the website.

Old Website

The screenshot shows the old website homepage for St. Martin of Tours. The header features the church's name and a small image of the church building. Below the header is a navigation menu with buttons for Home, About Us, Facebook, School, Work Orders, Outreach, and Links. The main content area is divided into three columns. The left column contains a welcome message and a paragraph about the church's history, founded in 1867. The middle column contains a paragraph about the current parishioner count and a paragraph about the parish's elementary school. The right column contains a section for downloading the latest bulletin, a mass schedule, and a reconciliation section. The mass schedule lists times for Saturday, Sunday (including Vigil), and weekdays. The reconciliation section is partially visible at the bottom.

ST. MARTIN OF TOURS
1700A Avenue, Amherst, N.Y. 14226

Welcome to Saint Martin of Tours website. Join us as we strive to live our lives as we dream of St. Martin's as a Dechenaco Community celebrating our Life in Jesus Christ by Prayer, Learning, and Service.

Saint Martin of Tours was founded in 1867, at the request of Bishop Charles McDonnell, the second bishop of the Diocese of Brooklyn. At that time, the parish served the 25 to 30 known Catholic families of the Nassau, Massapequa, Amityville and Copogue areas. During the summer time, the number increased by another 10 to 20 families.

Today there are approximately 2,500 families registered at St. Martin's with the physical parish boundaries including Amityville, East Massapequa, and portions of Amity Harbor, Copogue, and North Amityville.

The Parish has a thriving elementary school, with approximately 400 students enrolled from nursery school through eighth grade.

St. Martin's is also very active in our local community, working with other Christian churches in the village, through Amityville Ecumenical Ministries, as common cause.

We invite you to become more informed about St. Martin's so that you can avail yourself of many of our worship, educational and social programs. We hope you search, see and spread the good news.

Download Our Latest Bulletin

Mass Schedule

Saturday:
8:00AM, 8:30PM
(Sunday Vigil)
Sunday: 7:00AM,
10:30AM, 12
Noon, & 5:30PM
Weekdays:
7:30AM & 8:30AM

Reconciliation:

Personas



James

Profile:

36 yrs old
Married, father of three
Web Developer
Online security company
Works in Melville, NY
Born/Raised Northern Virginia
Purchased waterfront home in Amityville

Scenerio:

Because of a job opportunity, James just moved to Amityville from Northern, Virginia. He's a fairly devout Catholic husband and Father. He wants to stay plugged into the life of the Church with Mass, volunteer opportunities, and social functions for himself and his family.

Goals:

Meet people
Volunteer
Grow in his faith
Social activities

Fav Sites:

Web/Tec sites
Boating (He's learning)

Tech Habbits:

James uses his desktop at night
He sometimes checks his iPhone but mainly, it is for work

Devices:

iPhone
Desktop



Ashley

Profile:

24 yrs old
Interior Designer
Born/Raised: Babylon, NY
Lives: Amityville, NY
NY School of Interior Design
Works on LI

Scenerio:

Ashley was recently engaged and wants to quickly work out the details of her Wedding which will be held at St. Martin's in Amityville. She was raised Catholic and goes to Mass on some religious holidays. She isn't very involved with her faith.

Goals:

Schedule wedding.
Do what is required of her for marriage prep.
Get married in St. Martin's.

Fav Sites:

Wedding planning sites
Facebook
Snapchat
Spotify
Banking Apps
Interior Design sites

Tech Habbits:

Checks Email often. iPhone, on the go.
Checks Social Media often. iPhone, on the go.
At night uses her laptop. Better for research.

Devices:

iPhone
Laptop