USCC GOALS AND PRIORITIES

"The end goal to any good website is to understand what your users want and why they want it."

AUDIENCE

Who is your audience and what do they want from your site?

1. Young Doukhobors wanting to learn more about their heritage and ways to get involved.
2. USCC members wanting to get involved, learn about upcoming events as well as loved ones who have passed away
3. Any Doukhobors looking for information about their culture and ways to get in tune with Doukhobor Spirituality
4. Anyone interested in Doukhobor history, heritage, hopes for the future
5. Anyone interested in spiritual, cultural, peace and justice, environment and development issues

A) **Doukhobors: Young, Median, Elder**
   - What does each specific demographic want to get out of the site? Is it the same? Is it different? Why? Is one group's priorities/needs different than another?

     o **Young:**
       - explanation of Doukhobor Life Concept
       - keep in point form
       - short answers
       - lots of pictures
       - livestreaming
       - use hyperlink
       - material transliterated into English
       - connections to other Doukhobor youth
       - content that is relevant to their youthful spirits, upbeat and interesting

- Sunday School Curriculum online – for teaching children
- Song Library with a "Training Section" – have harmonies recorded for songs, along with lyrics, transliterations and explanations of the meanings of each song
- Doukhobor Cuisine – recipes and photos

o **Median:**
- Current events
- Ways of getting involved
- Ability to make donations
- Ability to make purchases
- Livestreaming
- Access to song library and lyrics
- Historical information translated into English

o **Elder:**
- Funeral announcements and obituaries
- Song streaming
- Library of past events – in photos as well as written word
- Photos from past festivals and other events
- Access to song library and lyrics
- Current News and Events

B) **Current Members:**
- Are member's needs different than other groups? If so or if not, why?

  - Members need an "online home" where they can go to regularly to connect with other members!
  - They need to feel that they are up to date in the "happenings"
  - Some sub-groups within the USCC Organizational structure wish to have a web presence in the form of having their own page/s, for example: The Union of Youth Council, the Vision of Peace Youth Choir, Children's Orchard Preschool, Children's Sunday Meetings and the Cultural Interpretative Centre would all like to have their own pages dedicated to just them!
  - The Cultural Interpretative Centre already has a website BUT would like to incorporate it into the USCC website.

Other important headings in the members only page:

- Pictures
- Meeting schedules
- Information bulletins/announcements
- Calendar of Events
- Livestreaming
- Pay donations online
- Internal chat line - a FORUM for members to post topics, generate debate and discussion, post classifieds etc. would go over very well but will require some moderation – would this concept be intended to be included as part of the "internal chatline?

C) **Persons whom are interested in the religious aspects of the group:**

- What information do these people need to take action? Coming to a prayer meeting, event or donating time, money etc…

    - Historical Information
    - Explanation of Doukhobor Life Concept
    - Keeping information in point form

D) **Non-Doukhobors: interested in coming to the site:**

- What are these people's goals and objectives coming to the site? Ex) Do they want to buy borsht online? Can they also become members? Is there an event coming up that sells borsht? Is there a place that has borsht/jam tart etc… recipes?

    - To learn more about Doukhobors
    - To delve into history, Doukhobor Life Concept
    - To provide information of tradition - cultural aspects of the Doukhobors such as food (recipes), fiber arts, woodworking etc.
    - Doukhobor Market – "where can I buy CD's, cookbooks, food etc?"
    - Promotion of our venues (Brilliant Cultural Centre and Grand Forks Community Centre): rental agreements, descriptions (with photos and floor plans), fee structure

GOAL: Figure out who are your main contributors/users/populated audiences and what it is they want out of the site. Then you want to list them in order of:

1) **Biggest populations:**

   1) Most types of ppl here

   - **USCC Members**

   2) Next most types of ppl here

   - **Other Doukhobors**

   3) Next group here

   - **Non Doukhobors who are interested in Doukhobors**

2) **Top priorities of the groups as a whole**

   - #1 Priority is to make the website current and usable
   - Calendar, public announcements, current news, human interest stories
   - Updated Photo Library
   - Members only section – easy to access, with fun relevant material
   - Support for working committees – agendas, minutes, volunteer lists, etc.
   - Advertise and promote the Brilliant Cultural Centre and the GF Centres well as the activities that take place.

   a. Most ppl wanted to do this on the site:

   - **Create an online "home" that is user friendly**

   b. Next amount of people wanted to do this:

   - **Update all information so that it is current**

   c. Next task here:

   - **Develop Sub-Group pages**

WEBSITE GOALS

What are the specific goals of the organization and what are the potential user paths to achieve those goals. *Goals were taken from the "Notable Services" section of the previous questionnaire. Please add or delete where and if you see fit*.

A) Members:
   i. Go to the member's page?
   ii. What items of importance do you want listed here? Calendar, Events, Schedule, etc…?
      a. One main calendar for the general public
      b. Then in the members only section – two calendars, one for each of the two main facilities- the Brilliant Cultural Centre and the Grand Forks Community Centre
      c. Keep it simple
      d. Volunteer Schedule
      e. Contact list for key people – who can open the BCC for meetings, choir practices etc. (members only)

B) Sign up to be a member?
   i. All forms should be easily accessible
   ii. Welcome package?

C) Donations: How do you envision getting donations and how would you like this represented on the site?
   i. Fundraisers
   ii. Cash/Online payment/Monthly contribution, Membership fees, etc…
   iii. Other types of donations (food, clothing, etc…)

➢ Right now we are set up for PayPal, MasterCard, Visa and American Express
➢ Today, we make it very difficult for a person to become a USCC member, or for a person to make a donation. We would like to see the person find on this website **with extreme and convincing ease**:

   o why I would want to be a member (or why I want to donate some money)
   o and then make it easy for them to do that

D) Marketplace:

    i. How are marketplace items categorized?

      Think about when visiting sites like Amazon, Home Depot, Best Buy etc… What product categories will you have? How will you be able to search them? Title them? Price them?

We will work on compiling a list of salable items for the marketplace:

- Books
- Cookbooks
- Music
- Fibre Arts
- Woodworking
- Greeting Cards
- Art
- Coffins

E) Increase Participation: Where?

    a. Events
- Buy tickets online
- Promotion of Events

    b. Online: website and/or social communities
- Choirs, Children and Youth Groups, Traditional Crafts etc

    c. Membership sign-up
- Make as easy and as attractive as possible

    d. Coming to a prayer meeting
- Promote special events

    e. Active roles in committee work
- Fill vacant positions
- Nominate members for positions

    f. Volunteerism
- Provide easy access to all duties available
- Promote events requiring volunteers
- Recognition of volunteers who go beyond in their efforts

PRIORITIES

GOAL: Think about how can we combine the website goals and pathways and structure them to align with the tasks of the audience.

OUR TOP 3 OR 4 PRIORITIES OF THE SITE ARE:

1) **TITLE:** WHY?   **ENGAGE**

2) **TITLE:** WHY?   **INFORM**

3) **TITLE:** WHY?   **EMBRACE**

The website will **engage** the audience, **inform** them of who we are and **embrace** them if they wish to join our organization the USCC!