

Audience personas

Church of England – website design and development

Version 1.0

16th February 2017



What are personas

Personas represent archetypal users of your site or service. Each persona provides a specific example of a person within an audience segment – what they do, how they behave, their attitudes and preferences.

We detail what these people will use your site for (their tasks) and why they interact with you and your site (their goals).

Personas are a key tool used in user-centred design – they provide a consistent design target and help us all to focus on real scenarios. In so doing this prevents shifting design requirements, design by committee and self referential design.

Personas are a distillation of what we know about the people in a given segment – they are not based on actual individuals.



How to read the personas



About this persona

General background about their character to give context to who they are and their needs.

Church attendance

How frequently they currently attend church?

View on CofE

Is their overall view of CofE positive or negative?

Interests

What sort of things would interest them?

Annoyed by

What sort of things would annoy them?

Attachment

How attached do they feel to their local church?

How attached do they feel to the CofE nationally?

Personal goals

What is it that they're ultimately trying to achieve through interactions with CofE?

Beliefs

Their religious and personal beliefs that may influence what they're looking for or how they react to CofE messaging

Experiential goals

What do they want the experience of interacting with CofE to be like?

Nearest church

We have shown the nearest CofE church to each persona, to give context to the interactions they may have and the people they may encounter.

The churches used are real CofE churches. Care has been taken to correctly represent the churches and parishes using data that is freely available online, although there may be some facts and figures which are not accurate due to incomplete or out of date information available to the authors – please accept any errors or omissions.

For the avoidance of doubt, the 'Vicar' persona is not based on the actual vicar of the parish in question.

A potential user scenario

A hypothetical example of how a scenario might play out for this persona



Online activity – searching for information, reading, watching and listening.



An email message.



A telephone call.



A face to face conversation



An online chat – either with a live chat client or forum

Channels

Whether this person uses desktop, laptop, mobile or tablet

Media influences

The sort of media they consume – to give an impression of the style of presentation and content they may be used to

Sarah

Irregular churchgoer

38 years old.
Lives in Hemsby, Norfolk.
She attends church occasionally, but less than once a month.



About Sarah

Sarah lives in the small village of Hemsby in rural Norfolk. Her family are from Great Yarmouth, and her parents still live there. She and her husband both commute into work in Norwich.

She was brought by parents who attended church, she got married in a CofE Church in her mid-20s. She has two children, both girls, aged 9 and 12. The children were both christened. However, she now only goes to church on occasions. She views the CofE as being an important part of English society, although she couldn't really say that much about specifically what it does beyond church services.

Personal goals

- She may go to events and concerts because it brings the village community together.
- She thinks its important that Hemsby church keeps going as she sees it as part of her community. She'd be up in arms if it was threatened with closure.

Beliefs

- She identifies as Christian / CofE when asked.
- She believes in God, but doesn't really think about him that much apart from on the few times when she does attend church. It's more that she was brought up to believe in him and just accepted it.
- She believes that there is truth in the Bible, although she doesn't think it should be treated as a fully accurate historic record.
- She does occasionally pray at times of stress or when faced with very difficult situations.

Experiential goals

- She doesn't want to be challenged on her faith and beliefs too much.
- She is unlikely to be visiting CofE sites, so having content pushed to her via social media could help keep her in touch.

A potential user scenario

- 1. She wants to find out when all the Carol services are in the area, she might consider any church within 10 miles.
- 2. She will review each of the churches, she wants to know if its "a nice church", "family friendly" and with parking available.
- 3. She spots that the CofE are running a Christmas appeal – she wants to know what its about. She wants a quick summary.
- 4. If the appeal has a link to her local area, so she knows it will benefit her county, she might be prepared to donate or get involved.
- 5. Once she's chosen a church for her Carol service – she is interested to see if they're doing anything for this campaign. She might ask the vicar when she gets there

Church attendance

Infrequent

- Christmas services.
- Weddings, Christenings and Funerals.

View on CofE



Interests

Common good

- What the church is doing for families in need
- Local community facilities and events run by the Church

Campaigns

- CofE campaigns, especially around Christmas

Personal faith

- Suggested prayers she can say in difficult times such as bereavement, or for remembrance Sunday

Annoyed by

- Being judged for not attending regularly.
- A CofE that seems out of step with modern society.
- Content that is all about big cathedrals and bishops – and doesn't mention small parishes.

Attachment

To local church



To CofE nationally



Nearest church

St Mary the Virgin, Hemsby

There are records of a church at Hemsby in the Domesday book, although the current Grade II listed building dates from the 14th Century.

The parish is small, with around 3700 parishioners in an area that covers the village and surrounding fields.

The population has a significantly older demographic than average, with 30% of the population over 65. The older demographic paired with the small geographic area may have helped the parish to maintain better than expected attendance, they still run weekday services as well as Sundays.



Channels



Media influences



Veronika

Bride to be

26 years old
Lives in Hulme, central Manchester
Identifies as CofE but is not a regular churchgoer



About Veronika

Veronika got engaged last year and has been planning the wedding for the last few months.

She's decided that she wants to get married in church. Although she doesn't go every week or even every month, she likes tradition and just feels it's the right thing for them to do.

Her partner is more nervous about a church wedding, he hardly ever goes to church and worries that they'll judge him as "not Christian enough". He leaves the planning to her, but she wants him to be happy.

Personal goals

- To get God's blessing on her marriage.
- Trust in the church to make her wedding day go smoothly.
- She wants her family and friends to have the best day possible at her wedding.

Beliefs

- She believes in God and describes herself as a follower of Jesus.
- She has strong personal faith, she prays at home before bed most nights.
- The reason she doesn't attend church that often is because her life is very busy, and she was struggling to fit it in. She feels guilty sometimes that she doesn't go more often.

Experiential goals

- Website needs to look well produced, not shabby.
- Make her husband feel like he'll be welcomed by the church.

Church attendance

Infrequent

- Less than once a month
- Christmas and Easter
- Weddings, Christenings and Funerals

View on CofE



Interests

Wedding practicalities

- Getting married in a church in another parish
- What the church is like
- What the vicar is like
- Costs of service
- Dates and times
- Parking
- Accessibility

Planning wedding services

- Choosing hymns
- Choosing bible readings

Personal faith

- Personal daily prayers

Campaigns

- Work with poverty in Manchester area
- Overseas reconciliation

Annoyed by

- Vagueness on detail
- Out of date information
- Not being able to find a phone number to call
- Amateurish/sloppy presentation

Attachment

To local church



To CofE nationally



Nearest church

The Ascension, Hulme, Manchester

Hulme is suburb of central Manchester
21,000 residents live in the parish
In the 10% most deprived parishes in England
1970 Brutalist architecture grade II listed building



A potential user scenario

- 1. Searches using Google Maps for churches near to her postcode – uses this to build an initial shortlist to contact.
- 2. Asks friends and family about churches near to them that they could recommend. Her mum recommends St Thomas, Salford.
- 3. Searches for information about this specific church to check it out. She finds basic details about the church, the vicar, its services and facilities.
- 4. Clicks through to the church website to have a more detailed look. It's a lot grander, much more what she was looking for.
- 5. Searches for information about getting married in a CofE parish she doesn't live in. She wants clarity on the position.
- 6. Looks for contact details so that she can speak to the vicar of St Thomas'.

N.B. Planning a wedding is a long process, the average duration is 2 years. This will be one of many interactions.

Channels



Media influences



Gavin

Young father

22

Lives in Hull, East Yorkshire

Not a church goer, but wants to have their child christened



About Gavin

Gavin lives in west Hull in a tightly knit and densely populated city area of Victorian terrace housing. He works as a carpet fitter. He's doing alright for himself, certainly a step up from the estate he grew up on in the east of the city.

His life recently became dramatically different when his girlfriend became pregnant. The child, a girl they've called Fran, was born a few weeks ago. Gavin feels very young to be a father – they're working out each day and week as it comes, he is in contact with his mother but his father is estranged to him.

Personal goals

- To give their child 'a good start in life', to do the right thing for her.
- To appoint Godparents who will be there to support the child and advise them.
- To feel he has a safety net if he ever hits really hard times.

Beliefs

- He doesn't attend church, he considers himself agnostic.
- He does want his child to have Godparents though. He just feels it would be the right thing to do, and to know that he has many people he and his girlfriend and daughter could go to for guidance and who can be a role model for her.
- Although he is agnostic, he believes that England is a Christian society, and he wants his daughter to be introduced to church now, so that she can make her own mind up in the future.

Experiential goals

- To feel that the vicar cares for them and isn't treating it as 'just another christening'.
- He wants to feel welcomed by the church, despite not being a regular churchgoer

A potential user scenario



He starts by talking to his girlfriend and his mother about what they think is best to do. He was christened, but doesn't go to church, he wants his child christened as "that's just what you do in this country". However, he doesn't know where to start.



Searches for information about christenings, he wants to understand more about what's involved, and whether they'll have any issue either that he doesn't go to church or that he's not married to his partner.



He doesn't really know where to start – he'd like some step-by-step advice on how to approach getting a child christened.



He is looking for advice on choosing Godparents, he has a few people in mind, but any steering would be helpful to him



He'd like to find someone he can speak to – ideally online, or face-to-face if not, to be able to ask questions.

Church attendance

Infrequent

- Weddings, Christenings and Funerals

View on CoFE



Interests

Christening practicalities

- Getting his child christened, as an infrequent attendee
- What the service will involve
- Costs of service
- Dates and times
- Advice on choosing Godparents

Personal faith

- Prayers to say for new born children
- Faith stories – new parents

Community facilities / services

- Activity groups / support services for families with new borns

Annoyed by

- Overly 'pushy' communication, he'd like to know what's available, not feel forced into choices
- Too much 'Church-speak' that he doesn't understand.

Attachment

To local church



To CoFE nationally



Nearest church

St John's, Newland, Hull

A conservative evangelical church on the north side of Hull, St John's is the biggest and busiest in a group of three local churches who work together.

Hull is a deprived area of the country, having lost its main industries, but in recent years has been recovering. The congregation at St John's is a mixture of people of working and middle class backgrounds.

The services are quite happy affairs with local musicians. They run youth groups for children and toddlers, and also for students from the nearby university.



Channels



Media influences



Peter Vicar

57 years old.
Lives in Kingsnorth, Kent
Vicar of St Michael and All Angels parish church



About Peter

Peter has been a vicar for 20 years, having realised he had a calling to enter ministry a few years after leaving university. He had been working in smaller parishes for the last few years, he was responsible for six small churches, and had to zip about the area, giving time to each of them, as much as he could put in.

He saw the post at Kingsnorth advertised and it sounded very interesting. A reasonable congregation, good school links, and less driving around the county. He's just started and is settling in with the local community.

Personal goals

- He is looking to build a strong bond with his local congregation.
- He wants to grow attendance through evangelism.
- He wants to support people in deepening their faith, including people who are not able to attend on Sundays.

Beliefs

- Peter is an evangelist with an unshaking belief in the power of Jesus Christ to influence people's lives for the better.
- He went into ministry not just because of his own personal faith, but out of a desire to spread the word and to help others.
- He believes that the CofE need to reach out to young people more, and is focussing time on working with the local CofE schools.
- His parish is part of the Diocese of Canterbury. He has good relations with them, but there are issues on which he wants the freedom to take his own decisions.

Experiential goals

- He needs flexible resources that he can adapt to how he wants to use them, either directly through the website or by copying / downloading content and editing locally.
- He likes to see the CofE ask for, and value, his input.

A potential user scenario



He is looking for advice on a difficult situation that arose on their church's Facebook group, of which he is one of the administrators. A young woman has disclosed on the group that she is feeling suicidal. He wants to help her, but he wants advice on how best to deal with a conversation of this nature starting on social media.



He searches on the CofE website as well as his Diocese website for any useful information on supporting vulnerable adults through social media platforms.



He is looking both for specific guidelines that he can follow, and also case studies of how other churches have handled similar situations, ideally written or told first hand by people who were involved.



He wants a phone number to speak to someone at the Diocese or CofE nationally, to check he's doing the right thing.

Church attendance

Regular

- He's there for every service unless he is ill or on holiday.

View on CofE



Interests

Service design

- Inspiration for his sermons.
- Resources he can share with lay people to help them pick suitable prayers and bible readings.

Workforce

- Salary and payroll.
- Pension fund.

Guidance and training

- Developing web content
- Using social media
- Content calendar for upcoming campaigns.

Annoyed by

- Anything that adds to the 'admin burden'.
- Poor search interfaces.
- Websites that don't remember who he is or what he's done previously.
- Filling out data returns for the CofE.

Attachment

To local church



To CofE nationally



Nearest church

St Michael and all Angels, Kingsnorth

A historic church in the village of Kingsnorth, on the outskirts of Ashford in Kent. St Michael and All Angels was constructed in the 14th Century, although records show that there was an earlier church on the same site.

The average congregation is about 100, with about 40% being children under 18. Youth attendance is being helped by the links with Church of England schools in Kingsnorth and also by Ashford itself having a younger than average demographic, being a London commuter belt town with good transport links.



Channels



Media influences



Martin

Regular churchgoer

52 years old.
Lives in Weymouth, Dorset.
Attends church regularly and has children at a CofE School



About Martin

Martin is married and has three children, a girl aged 10 and two boys, aged 14 and 16.

He attends church regularly with his wife and the two younger children, the eldest child having decided that he doesn't want to go any more.

They usually go to Holy Trinity in the centre of town, but sometimes also All Saints at Wyke Regis for a bit of variety. They both think it's a really nice building, and in also because their eldest children are at the All Saints secondary school which is run by the CofE.

Personal goals

- He likes to feel that he's been a good Christian. That he's done "the right thing".
- He likes recognition - He puts a lot of time into the church, and although he's doing it for the love of Jesus, he also does like to feel that the church recognises how much effort he puts in.

Beliefs

- Faith is a big part of his life – he studies and reads books on Christianity, the family socialise with other families from the congregation, and he has been on holiday with his local church.
- Martin and his wife do voluntary community work with a local Christian project called Soul Food, which provides hot meals for homeless people in Weymouth. They like to feel they're giving something to society and living out their Christian values.

Experiential goals

- He likes having videos he can watch with his kids – to educate them.
- He wants a website that remembers who he is and what he's interested in.

A potential user scenario



He is a strong evangelist for the church – he's looking for inspiration for what he can do to reach out to 'unchurched' people in his community.



He is keen to have stories of evangelism and witness – he finds a series of short videos he can watch.



He found this video really powerful, and will share with his children and friends, and push out on his own social media accounts



He notices material from Archbishop Welby that is discussing evangelism – there is a short video talk and an invitation to get involved in a live streaming event from the Community of St Anselm at Lambeth Palace.

Church attendance

Irregular

- Christmas services.
- Weddings, Christenings and Funerals.

View on CofE



Interests

Discipleship and personal faith

- Personal prayer resources.
- Bible study resources.
- Personal training resources.
- Educational material for his children.

Campaigns

- CofE campaigns including national focus and regional activity.

Church leadership

- Views of senior clergy, bishops and archbishops.

Annoyed by

- Content that is too 'London centric'.
- Having to wade through too much background / introduction for the uninitiated.
- Being asked questions he thinks he's answered before

Attachment

To local church



To CofE nationally



Nearest church

Holy Trinity, Weymouth

A large central church that is an iconic building in this seaside town – the church is positioned on the boundary between two parishes and draws its congregation from both. Weymouth has about 50,000 residents and a thriving tourist trade, which can swell church numbers in the summer. For a town of its size, there are a lot of churches in Weymouth, around ten, and also five CofE schools, four primary and one secondary. This makes it a pretty religious community.



Channels



Media influences



Hillary

Lay church helper

68 years old
Lives in Tintwistle in the High Peak District.
She helps to manage her local church and run services



About Hillary

Hillary has always been a committed Christian, and since she retired she has been playing an increasing part in the running of the local church.

They're sharing a vicar with other parishes, he comes to run communion for them on the first Sunday of each month. For the rest of the time Hillary and a small group of residents keep the church running. They run morning prayer at the church, and then once a month run a joint service with the local United Reform church. She hasn't had any formal training in designing or delivering services, but the vicar gives her hints and tips when they meet, and she's been to so many church services in her life that she knows the structures well.

Personal goals

- To ensure they can keep running a good quality of church service on weeks when the vicar isn't available.
- To keep her church viable despite low turnout.
- To support the local population, some of whom are elderly and struggle to get to Sunday service.

Beliefs

- She is a devout Christian with strong personal faith. The bible is her moral code and Jesus her guide in life. She wants to live as good a Christian life as she can.
- She likes traditional churchmanship – she is wary of modern "trendy" services, as she calls them. She likes her vicars to wear vestments, not jeans and T-shirts.
- The Church community is an important part of her life – most of her friends are also part of the congregation. Being involved in running the church has strengthened these bonds.

Experiential goals

- It needs to be simple - she is not particularly good with computers and the internet.
- Her eyesight isn't good, she would struggle with small text.

A potential user scenario



A member of their parish has recently needed to start using a wheelchair. They're concerned that the building isn't accessible enough and have decided they need to do something. They haven't got the budget.



They decide to look for advice and guidance from CofE, and to see if there are any grants available. She searches online.



She finds some advice from ChurchCare that looks like it might be relevant – she discusses it with the other people at the church.



She also finds an article about improving accessibility written by another lay helper.



She prefers to speak to people, so she looks for a number she can call.

Church attendance

Regular

- Most weeks
- Christmas and Easter
- Weddings, Christenings and Funerals

View on CofE



Interests

Designing services

- Service structures
- Bible readings
- Hymns

Church

management

- Guidance for laity involved in running churches
- Advice on maintenance of buildings
- Renovation grants

Personal faith

- Personal daily prayers
- Discipleship training
- Inspiration on leading a Christian life

Church leaders

- Statements and views of Bishops and Archbishops

Annoyed by

- Fiddly website interfaces could confuse her.
- Content that is 'London centric'.
- Overly "modern" churchmanship.

Attachment

To local church



To CofE nationally



Nearest church

Christ Church, Tintwistle

Tintwistle is a small village in the High Peak District. There are only 1400 residents in the parish. It is relatively average in terms of income nationally. The parish covers a vast, but very sparsely populated area. Many residents will be a substantial journey from the church, and this may effect attendance. A good Sunday congregation is around 30-40 people.

In summer months, the congregation does attract tourists who want to go to a local church, and they try to be as welcoming as possible, although they do compete with nearby Hadleigh and Glossop in this regard.

The building dates from 1837 and is grade II listed.



Channels



Media influences



Reece

Exploring faith

20 years old.
Lives in Newcastle.
He is exploring faith as a route out of challenging life scenarios.



About Reece

Reece is from Gateshead. His mother was a Christian, and tried to bring him up to be the same, but by the time he was a teenager he had become rebellious, triggered by a messy divorce of his parents. He stopped attending church, and started getting into trouble. Eventually he ran away from home and moved in with a friend in Newcastle.

By age 16 he was part of a street gang, and was regularly in trouble with the police. Matters came to a head when a friend was stabbed in a fight. He was nervous and scared, and wants a way out of this life.

Personal goals

- He is desperate for a change in life, he's not sure if religion is the answer right now, but he's willing to investigate.
- To be spoken to like a young adult, to be respected.
- To avoid 'losing face' with his circle of friends.

Beliefs

- His mothers opinion is that it was when he turned away from God and the church that things started to go wrong for him, and she has implored him to change his ways.
- At first he reacted badly, he thought she didn't know what she was talking about, that she couldn't treat him like a child.
- He has been mulling it over in his mind though ever since they spoke, it triggered him to ask himself some big questions – is there really a God? Does he have any power on this Earth? Could he / would he help me?

Experiential goals

- He is exploring faith in private, and for now, wants to keep it that way. He wants to be anonymous.
- He doesn't want to feel judged for his past.

A potential user scenario



He has been exploring faith resources online and stumbles across some videos from Church of England.



He's looking for things that make religion relevant to him – particularly young people speaking about their experience.



He watches a couple of videos – they've been helpful, but he's still left with questions – he wants to talk to someone but he doesn't know who. He'd rather do it online, in a forum or chat service where he doesn't have to give his name



It's possible that he is convinced to get in touch with a local Fresh Expressions group – he'd much rather chat anonymously online than have to call

Church attendance

Non-Anglican

- He doesn't attend church and doesn't currently identify as Christian.

View on CofE



Interests

Faith stories

- Accounts from or by people his age who have faced similar life challenges.

Introductions to Christianity

- What is it about?
- What can it do for him personally?
- Why prayer is important

Non-traditional worship

- Opportunities outside of traditional church environments

Church social activities

- Things he can get involved in that bring young people together

Annoyed by

- Judgemental doctrine
- Church speak
- Being treated like a child
- Having to give personal details / contact information

Attachment

To local church



To CofE nationally



Nearest church

Cross Café, St Michael's, Byker, Newcastle

The nearest place he might consider going is a local outreach centre run by St Michael's Church, in the parish of St Michael with St Lawrence.

The parish is small but densely populated, with just over 5000 residents. It is in the lowest 1% of the UK based on deprivation and poverty.

The population is much younger than the national average. The actual church of St Michael is a 19th century building with a tall steeple. Reece would not go anywhere near it.



Channels



Media influences



Abayomi

Common good

35 years old.
Lives in Bristol.
He is interested in the CofE work in the community.



About Abayomi

Abayomi is from Nigeria. He moved to the UK with his family a few years ago and set up a business in Bristol. He is a Christian and is a member of a local Pentecostal church.

His business is doing well, and he wants to give back to help the community where he can. In particular he has a passion for helping young black and minority ethnic kids to start-up in business and to achieve their potential.

Personal goals

- Understanding more about what the CofE does for local communities and abroad, and how he could get involved.
- Feeling proud of the people he's helped and what they go on to achieve.

Experiential goals

- He likes networking – both on and offline. He'd welcome opportunities to meet and speak to like minded individuals.
- He likes lively content – involving imagery, video and audio and people's voices, he gets bored of reading text heavy resources.

Beliefs

- He is a devout Christian who lives his life on this earth through his Christian values.
- His church is very different to the CofE – there is more music and dancing, it's a lot more lively. He sees CofE services as old fashioned and 'stuffy'.
- He has been involved in some inter-faith community projects in the past, he will work with any like minded Christian group if it's for a worthy cause.

A potential user scenario

- 🌐 He read about a CofE run campaign targeting homelessness on a newspaper website. He wants to find out more.
- 🌐 He is short of time – so he'd appreciate a quick summary of the campaign objectives and activity.
- 🌐 He wants to know specifically what's happening for this campaign in Bristol and the South West.
- 🌐 He wants to find out how he can give, either in money or time, for the benefit of the campaign.
- 📞 He'd like to speak to someone to see if there are projects connected to the campaign happening in the Bristol area that he can volunteer for or get his church involved in.

Church attendance

Non-Anglican

- He attends a Pentecostal church every Sunday.

View on CofE



Interests

Common good

- National and regional campaigns with a 'common good' focus.
- Data on what is happening in his local area.

Faith stories

- Stories about how the CofE has helped young people, especially BAME people.
- Interfaith case studies.

Overseas mission

- The work of the Anglican church in Africa.
- Reconciliation projects.

Annoyed by

- Divisive language – he thinks "we're all Christians".
- Images, videos and case studies showing lack of ethnic diversity in the CofE.

Attachment

To local church



To CofE nationally



Nearest church

Holy Nativity, Knowle, Bristol

The Pentecostal church he attends is the Destiny Knowles. Holy Nativity is his nearest CofE church, and is about 2 miles away.

The Holy Nativity is an open and friendly community church on the south side of Bristol. The current building dates from the 1950s, and replaced an older church from the 1830s that was badly damaged in the war.

There are about 7000 people in the parish, which has a younger than average demographic and a high proportion of BAME residents (at least, for the area).

The churchmanship follows catholic tradition. They have a number of community outreach projects working on poverty and deprivation. The church hosts the local Brownies and Rainbows groups, as well as running a community choir.



Channels



Media influences



Sharon Non-Christian

21 years old.
Lives in London
She visits churches for non-religious purposes



About Sharon

Like many Thai people she is Buddhist. Her Father was a British ex-Pat, and although her parents divorced, she always maintained an interest in the UK so decided to come to London to study.

She has been researching her family tree whilst she is over here. As part of her research she has found church records very useful, and she frequently goes for daytrips out to places that she's discovered she has family connections to visit the church buildings as well as studying records. This has also sparked in her an interest in church architecture.

Personal goals

- She wants to understand the society that the British side of her family came from.
- She is sensorially aesthetic – she enjoys beauty in scenery, built architecture, music, food, scent, and is a tactile person.
- She is curious, but respectful – she wants to feel that she's not intruding into 'sacred space'.

Experiential goals

- She finds it easier to look at pictures and watch videos than to read in her second language.
- As an amateur researcher she likes following non-linear journeys where she can control where to go next.

Beliefs

- She has done some reading about the Church and its role in society. She finds it interesting, although as a Buddhist its only ever going to be an area of interest for her.
- She does donate money to some of the churches she visits, if they're raising funds.
- She is interested in finding out about the international work of the church, especially links to the Church of the Province of South East Asia, as Christianity is a minor religion back home so she'd never really known much about it.

A potential user scenario



She has been searching for information on a branch of her family tree, she hit a problem relating to a historical change to parish boundaries. She's trying to find out the exact details of the changes, what happened and when.



She has found out that there may have been an old church that was destroyed in bombing during the war and not rebuilt. She wants to find out what would have happened to any records from that church and if there is a way of tracing them.



Whilst browsing she finds out about Lambeth Palace Library and decides she wants to check what records they have from this time.



She finds an email address to contact in relation to the records held at Lambeth.

Church attendance

Non-Anglican

- She does visit church buildings but only for non-religious purposes.

View on CofE



Interests

Genealogy

- Birth, marriage and death certificates.
- Old parish documents.

Architecture

- Church buildings.
- Noted church architects.
- Unusual architectural features.

Music and art

- Performances and exhibitions in church buildings.

Overseas mission

- The work of the Anglican church in South East Asia.

Annoyed by

- Text only presentation of information.
- Vague descriptions and summaries of historic records – she wants to see the actual record.
- Sites that aren't mobile friendly – she does a lot of her research in situ whilst travelling.

Attachment

To local church



To CofE nationally



Nearest church

St George, the Martyr, Borough, London

An iconic church in the heart of a bustling and diverse area of south London.

St George's is a 'high church' in terms of churchmanship, they follow traditional service patterns and styles. It has a thriving congregation and holds services seven days a week. There are 10,000 people living in the parish and it has a young demographic

Beneath the church, the Crypt is a spacious and attractive venue for various community groups, events and exhibitions, including secular music concerts and the "Hourbank" charity.



Channels



Media influences



More on personas

Reading Room's expertise in the development and usage of personas has been independently acclaimed by Forrester Wave UX.



If you want to know more about personas read "The Inmates are running the asylum" by Alan Cooper who pioneered their use in the mid '90s.

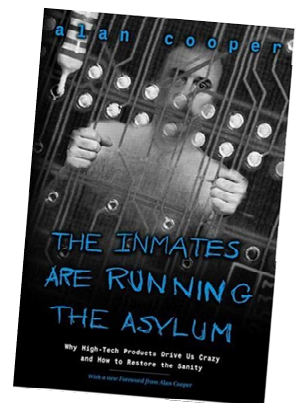


Image credits

Images are taken from Flickr image library, all released under Creative Commons

Names, where known, have been changed.

York Minster Chapter House ceiling

Photo by Nick Garrod - <https://www.flickr.com/photos/belowred/1071794273>

Sarah

Photo by Russel James Smith <https://www.flickr.com/photos/russelljsmith/2749807618/>

Veronika

Photo by Woman in tech WOCinTech - <https://www.flickr.com/photos/wocintechchat/22543493511/>

Gavin

Photo by Rema1n5 - <https://www.flickr.com/photos/77353192@N06/15796729694/>

Peter

Photo by Jay Peeples - <https://www.flickr.com/photos/jpeepz/2556290429/>

Martin

Photo by Bob jenkins - <https://www.flickr.com/photos/143247890@N03/28227984646/>

Hillary

Photo by Julia Oma - https://www.flickr.com/photos/jula_julz/3575343485/

Reece

Photo by Tyrone Daryl - <https://www.flickr.com/photos/tyronedaryl/7051273279/>

Aboyami

Photo by Lucy Lamb - <https://www.flickr.com/photos/lucy-lamb/14563823371/>

Sharon

Photo by Ian Fuller - <https://www.flickr.com/photos/ianfuller/2867654145/>