



User Journey 1
Potential Attendees



User Journey 2
New Attendees Who
Recently Joined



User Journey 3
Existing Attendees

USER JOURNEY 1

Potential Attendees

Where is the church?

What are the people like?

What do I have to bring with me?

What is the childcare situation like?

What is the dress code?

When is the in-person service?

Beliefs / Vision / Values

USER JOURNEY 1

Potential Members

ATTEND A SERVICE

SUNDAYS 4:30 PM

We meet from 4:30-5:45 PM. If you have children from Pre-K to 6th grade they are welcome to join our Hope Kids Church going on at the same time!

WEDNESDAYS 6:00 PM

We have a meal (pizza) at 6:00 followed by our Bible study gathering from 6:45-7:45 PM. Hope Kids Bible study is available!

CONTENT

Most common questions addressed up front, FAQs

CONTENT

Details of the experience (like those great videos), watch online, text via testimonials

SEO

Landing pages for each location, locations in menu & footer

WHAT TO WEAR?

T-shirt and jeans? Suit and tie? Your call! The large majority of

CAN I ATTEND IF?

Not sure what you believe? Of a different faith or no faith?

KIDS PROGRAMS?

Hope Kids meet separately each Wednesday

COVID PROTOCOL?

Masks are strongly recommended for the

USER JOURNEY 2

New Attendees Who Recently Joined

How do I get more engaged?

How do I get baptized?

How do I join a group?













Growth track – discover your ***purpose***

Prayer requests

Outreach / Community impact / local impact

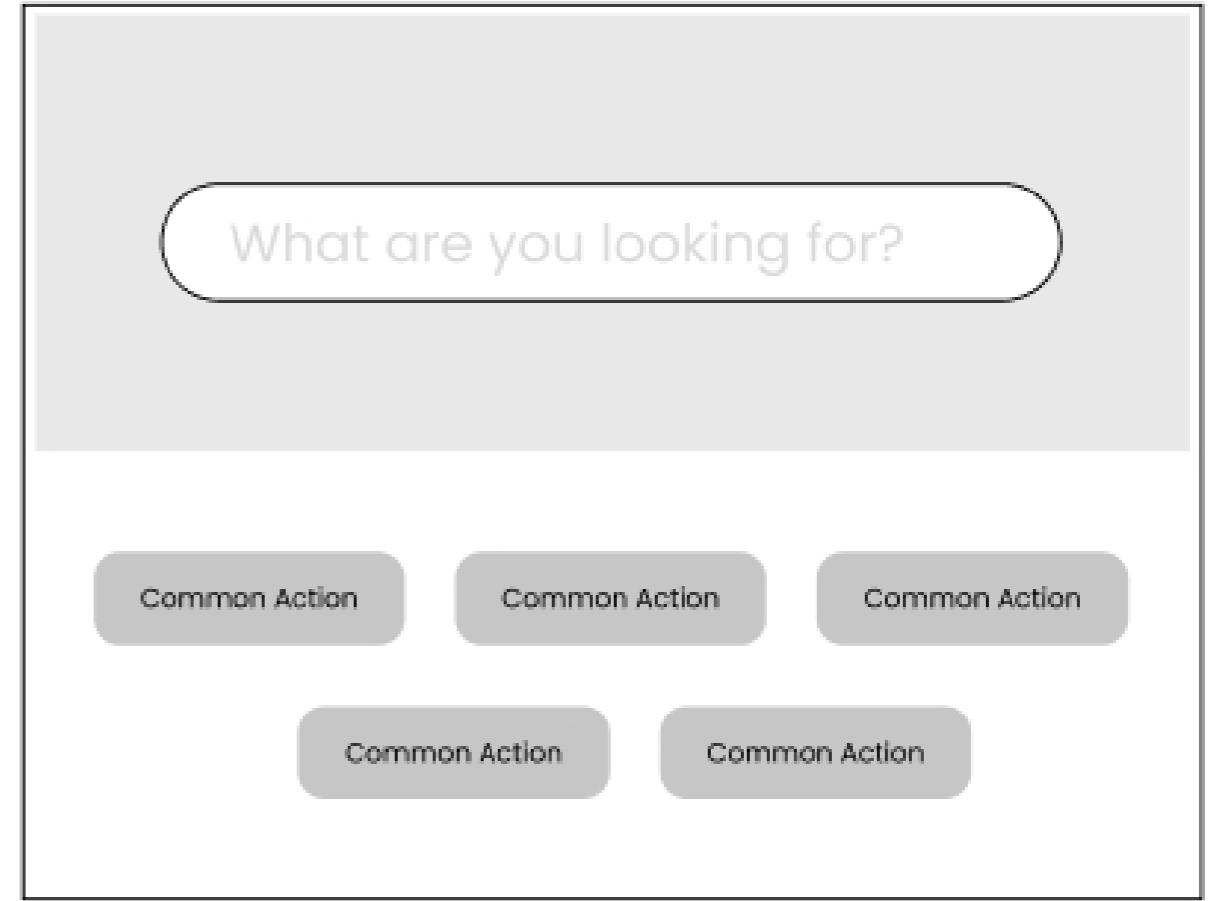
USER JOURNEY 2

New Members Who Recently Joined

-  I'm new to CedarCreek.
-  I decided to follow Jesus.
-  I want to be Baptized.
-  Find a Group.
-  Attend GrowthTrack.
-  Serve on the DreamTeam.
-  Give to God through CedarCreek.
-  Join a Second Saturday Serve Project.
-  Subscribe to the LivingItOut.
-  Invite a friend.
-  Submit a Prayer Request.
-  I have a Question.

Keeping connect page since it's referenced everywhere

Replacing with Algolia search page + hot links



Trending, recent, top searches

USER JOURNEY 3

Existing Attendees

How do I get care or serve?

How do I submit a prayer request /
get grief support?

How do I give?

How do I become a leader?

How do I help bring new people in?

Also care about UJ 2 stuff

Recent weekend messages

LivingItOut

Weddings / Funerals / Hospital
Visits (pastoral care)