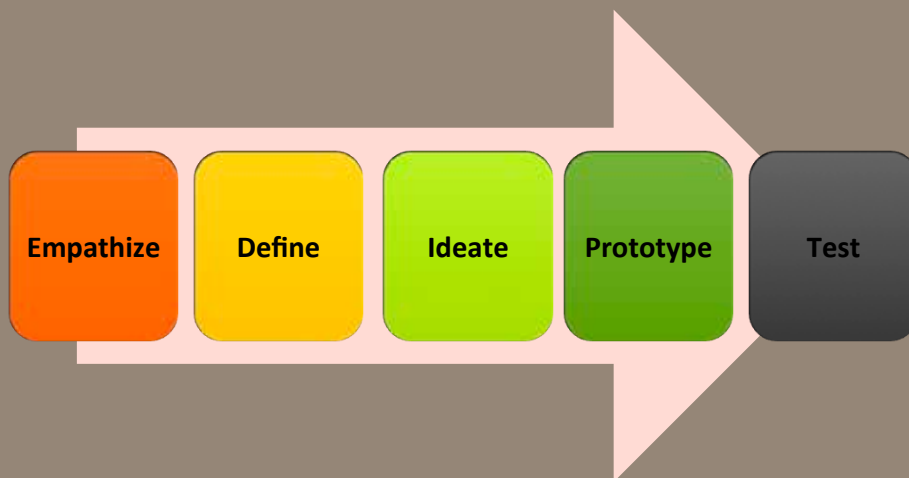


# Designing a Faith Formation Network



# Innovation Design Process

Stanford School of Design



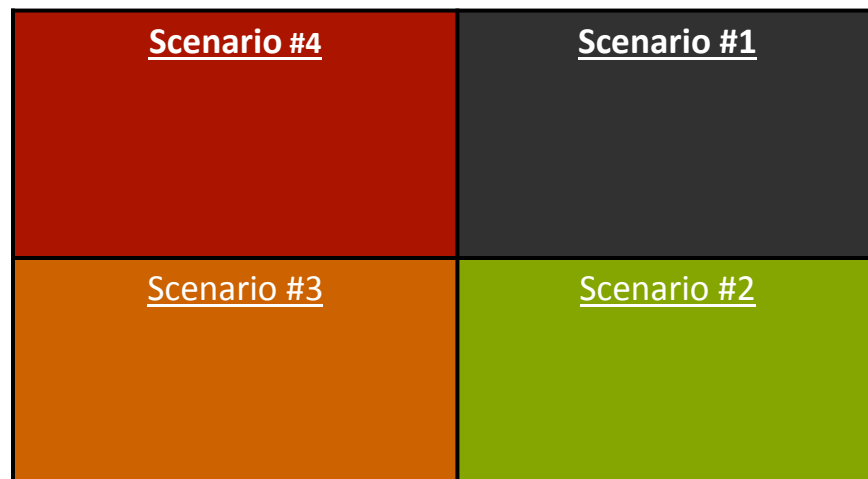
## Design Process – First Steps

- Form a Network Task Force for your targeted audience.
- Develop an inventory of your church's current faith formation programs, activities, and resources for your targeted audiences. Use the 4 Scenarios to analyze current offerings.

## Four-Scenario Faith Formation



## Develop an Inventory



## RESEARCH - Target Audiences

- Who are your target audiences?
- What are their priority life tasks and concerns, interests, and spiritual and religious needs?

## RESEARCH - Ages & Generations

- |  |   |
|--|---|
| <ul style="list-style-type: none"><li>➤ Families through Life</li><li>➤ Children</li><li>➤ Adolescents</li><li>➤ Emerging Adults: 20s</li><li>➤ Young Adults: 30s-40s</li><li>➤ Mid-Life Adults: 40s-50s</li><li>➤ Mature Adults: 60s-70s (Baby Boomers)</li><li>➤ Older Adults: 80+</li></ul> | <ol style="list-style-type: none"><li>1. Life Tasks</li><li>2. Life Issues</li><li>3. Milestones and Life Transitions</li><li>4. Spiritual &amp; Religious Needs</li><li>5. Ethnic-Cultural Needs</li></ol> |
|--|---|

## RESEARCH - Empathize

Empathy is the foundation of a human-centered design process. To empathize, we:

- **Observe.** View users and their behavior in the context of their lives.
- **Engage.** Interact with and interview users through both scheduled and short 'intercept' encounters.
- **Immerse.** Experience what your user experiences.

## RESEARCH - Focus Groups

### **6-12 people in your target group reflecting a diversity of people**

1. How would you describe your age group in key words or phrases?
2. What are some of the key life tasks that your age group is experiencing?
3. What are some of the important life issues that your age group is experiencing today?
4. What are the most meaningful experiences you have in life? What makes these experiences meaningful to you?
5. How important is your relationship with God? Why?

## RESEARCH - Focus Groups

6. Where do you experience God most?
7. What are the significant spiritual issues that your age group is experiencing today?
8. What is most important to you about being a Christian (or a member of a particular denomination or faith tradition) today?
9. How do you live your Christian faith? Name some of the ways you put your faith into practice.
10. How can the church help you to continue growing as a Christian? Be specific. Name some of the things you would like to see your church offer for your age group?

## RESEARCH - Empathy Map

<b>SAY</b> What do you hear your target group saying?	<b>DO</b> What actions and behaviors do you notice in your target group?
<b>THINK</b> What might your target group be thinking? What does this tell you about their beliefs/convictions?	<b>FEEL</b> What emotions might your target group be feeling?

## RESEARCH -Empathy Map

1. Define Needs (verbs not nouns)
2. Identify Insights – to better respond to a design challenge

## DEFINE – Point of View (POV)

- The define mode is when you unpack and synthesize your empathy findings into compelling needs and insights, and scope a specific and meaningful challenge. It is a mode of “focus” rather than “flaring.”
- Two goals of the define mode are to develop a deep understanding of your users and the design space and, based on that understanding, to come up with an actionable problem statement: your **point of view**.

## DEFINE - POV

- Your **point of view** should be a guiding statement that focuses on specific users, and insights and needs that you uncovered during the empathize mode.
- More than simply defining the problem to work on, your **point of view** is your unique design vision that you crafted based on your discoveries during your empathy work. Understanding the meaningful challenge to address and the insights that you can leverage in your design work is fundamental to creating a successful solution.

## DEFINE - POV

In order to be truly generative, you must first craft a specific and compelling problem statement to use as a solution-generation springboard. As a test, a good point of view (POV) is one that:

1. Provides focus and frames the problem
2. Inspires your team
3. Provides a reference for evaluating competing ideas
4. Fuels brainstorming by suggesting “how might we” statements
5. Captures the hearts and minds of people you meet
6. Saves you from the impossible task of developing concepts that are all things to all people
7. Is something you revisit and reformulate as you learn by doing
8. Guides your innovation efforts

## DEFINE – POV

- A point of view (POV) is your reframing of a design challenge into an actionable problem statement that will launch you into a generative ideation.
- A good POV will allow you to ideate in a directed manner, by creating How We Might (HWM) questions based on your POV.
- Most of all your POV captures your design vision.



## DEFINE - POV Madlib

### **A POV MADLIB**

**[USER] needs to [USER'S NEED]  
because  
[SURPRISING INSIGHT]**

## DEFINE - POV Want Ad

A point-of-view (POV) is your reframing of a design challenge into an actionable problem statement that will launch you into generative ideation. A POV Want Ad can be a good way to express your distilled findings in an intriguing format. The want ad format tends to accentuate a specific user, and her important character traits. Embed your user, his or her need, and your insights within the format of a want ad.

## DEFINE - POV Want Ad

### Format:

- Descriptive characterization of a user
- followed by “seeks” an ambiguous method to meet an implied need
- plus additional flavor to capture your findings.

### For example:

*High-energy teenager seeks awesome social network. Interests should include issues of societal importance (e.g. how much parents suck and also why being a vegetarian might be cool). Willingness to “text” constantly during the school year is a MUST!*

## DEFINE - POV Want Ad

### Example:

*Time crunched, stressed and pressured families seek connections, support and guidance to develop a strong, healthy, value-centered family life where faith can be applied to daily needs. Must deal with contradiction that we want to feel welcome and involved, but don't bug me or take my time.*

## DEFINE - POV Want Ad

### Examples:

*A single energetic young adult seeks a social network.  
Desires a connection with others to get together and  
serve our community, hang out & have fun.  
Passionate about making a difference and doesn't  
want to be left on the sidelines.*

-----

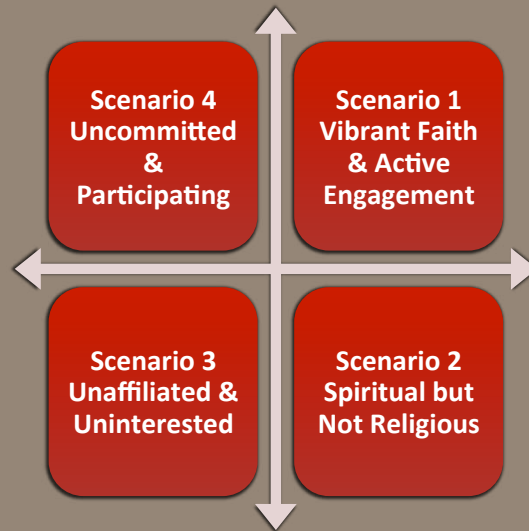
*Highly motivated single young adults seek engaging  
faith-based social network that will help them  
navigate fast paced living in a hook-up town.*

## GENERATE IDEAS – Identify Content

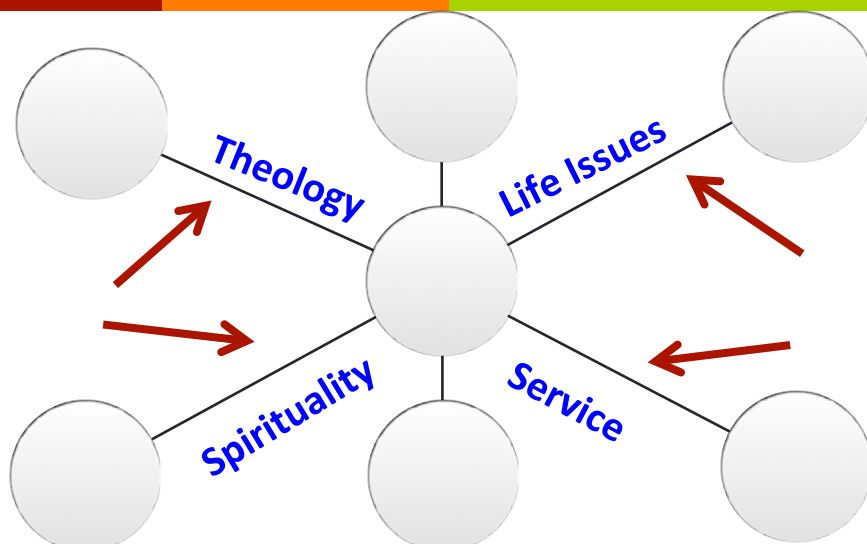
➤ Identify priority needs and interests for your target audience that you want to address through your faith formation network

1. Life Tasks
2. Life Issues
3. Milestones and Life Transitions
4. Spiritual & Religious Needs
5. Ethnic-Cultural Needs

## Four-Scenario Faith Formation

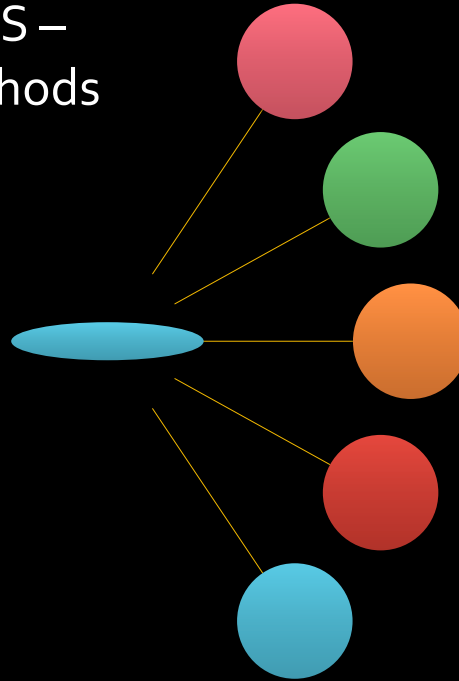


## GENERATE IDEAS – Content Areas



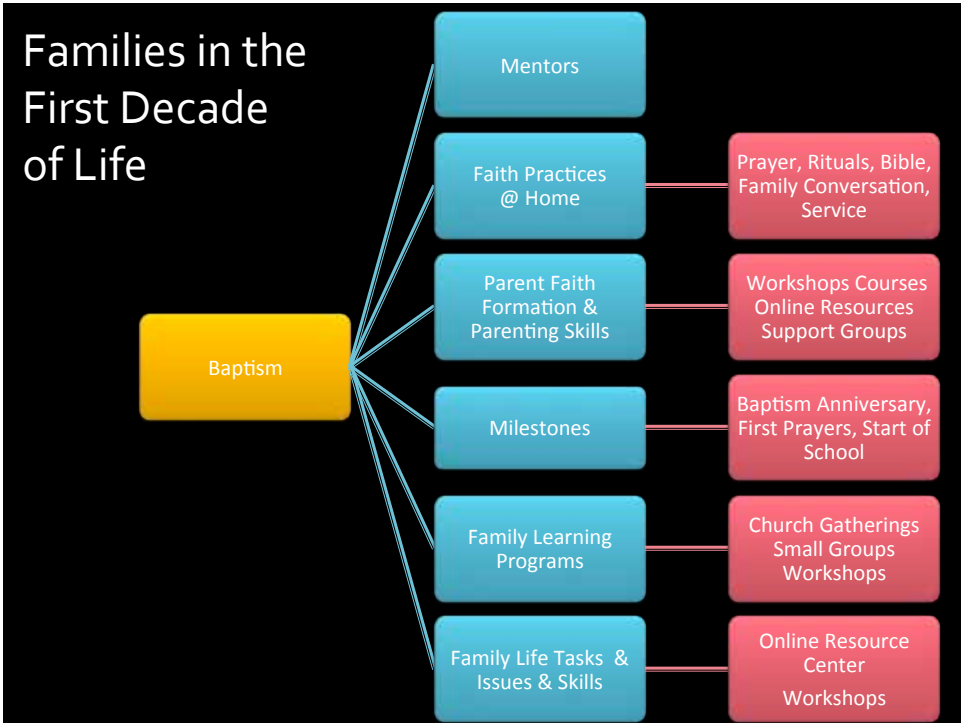
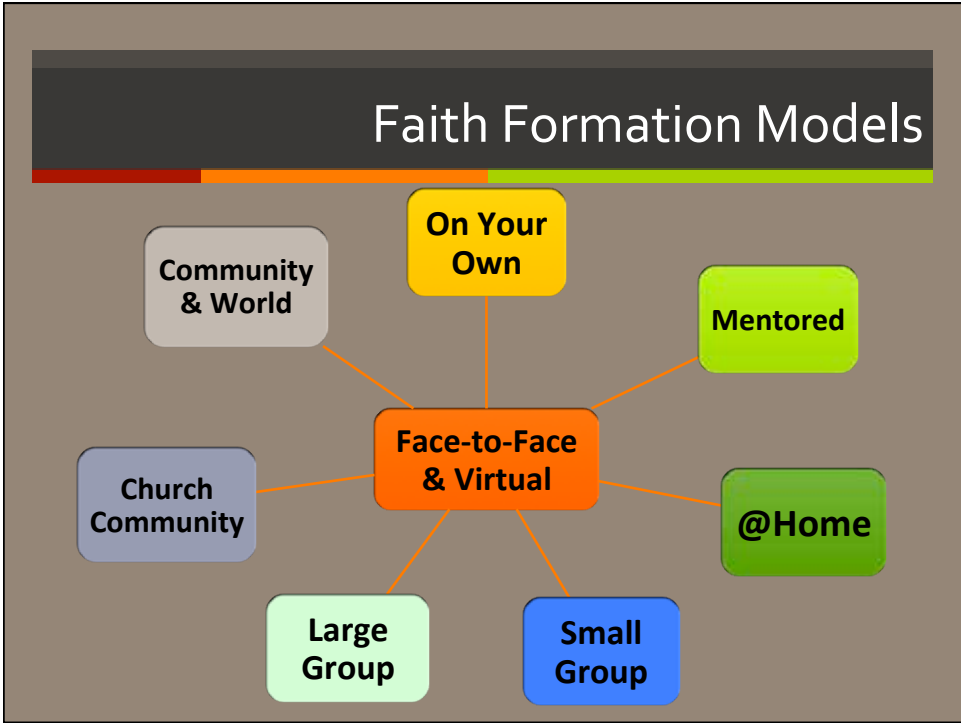
## GENERATE IDEAS – Resources & Methods

Take each  
content area  
and generate  
ideas for  
resources and  
methods to  
address the  
need.

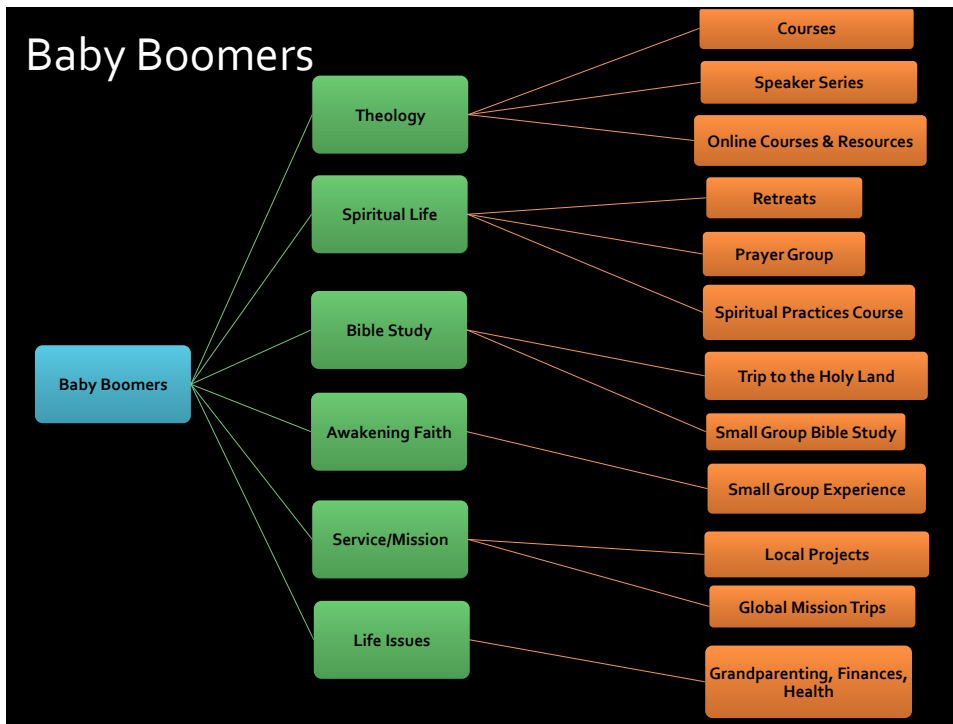


## A Network Approach

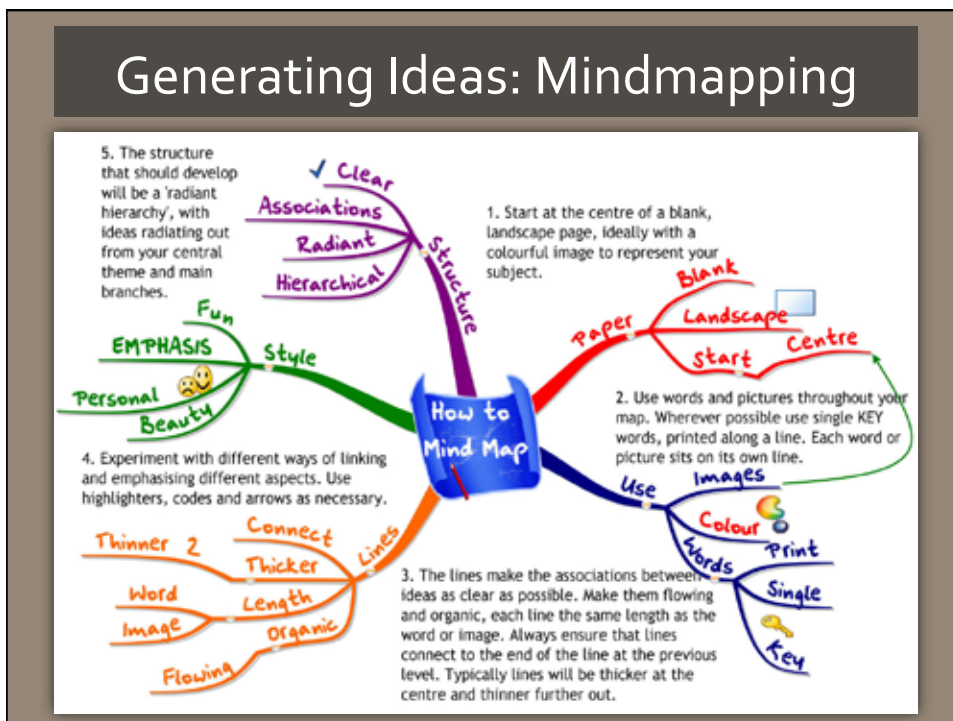




# Baby Boomers



# Generating Ideas: Mindmapping



## PROTOTYPE

- Prototyping is getting ideas and explorations out of your head and into the physical world.
- A prototype can be anything that takes a physical form – be it a wall of post-it notes, a role-playing activity, a space, an object, an interface, or even a storyboard. The resolution of your prototype should be commensurate with your progress in your project.
- In early explorations keep your prototypes rough and rapid to allow yourself to learn quickly and investigate a lot of different possibilities.
- Prototypes are most successful when people (the design team, the user, and others) can experience and interact with them. What you learn from those interactions can help drive deeper empathy, as well as shape successful solutions.

## PROTOTYPE

Traditionally prototyping is thought of as a way to test functionality. But prototyping is used for many reasons, including these:

- **Empathy gaining:** Prototyping is a tool to deepen your understanding of the design space and your user, even at a pre-solution phase of your project.
- **Exploration:** Build to think. Develop multiple solution options.
- **Testing:** Create prototypes (and develop the context) to test and refine solutions with users.
- **Inspiration:** Inspire others (teammates, clients, customers, investors) by showing your vision.



## PROTOTYPE

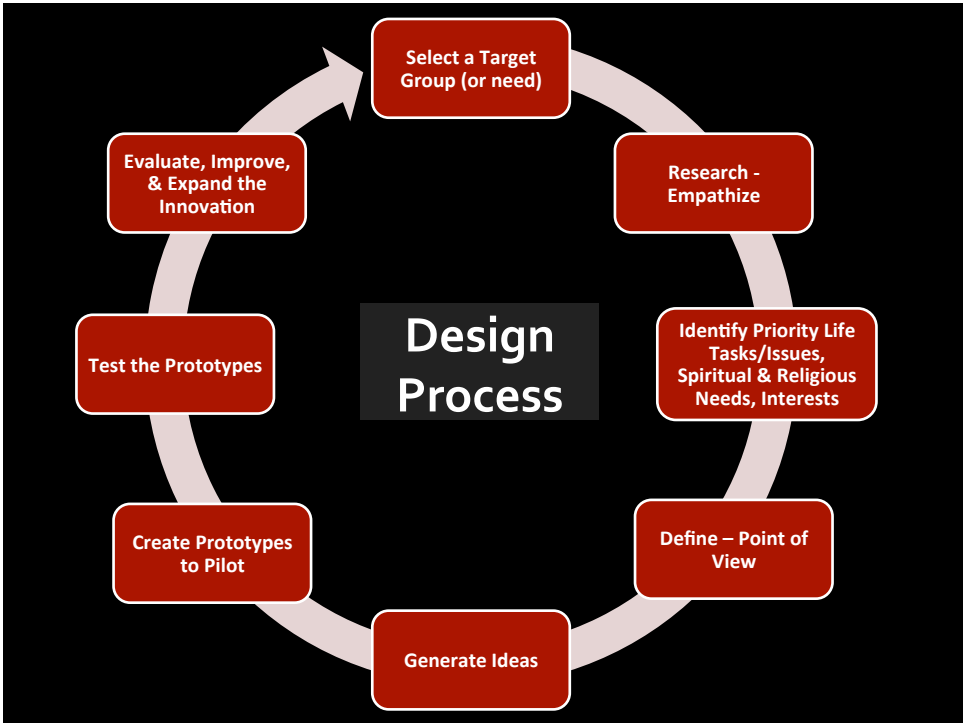
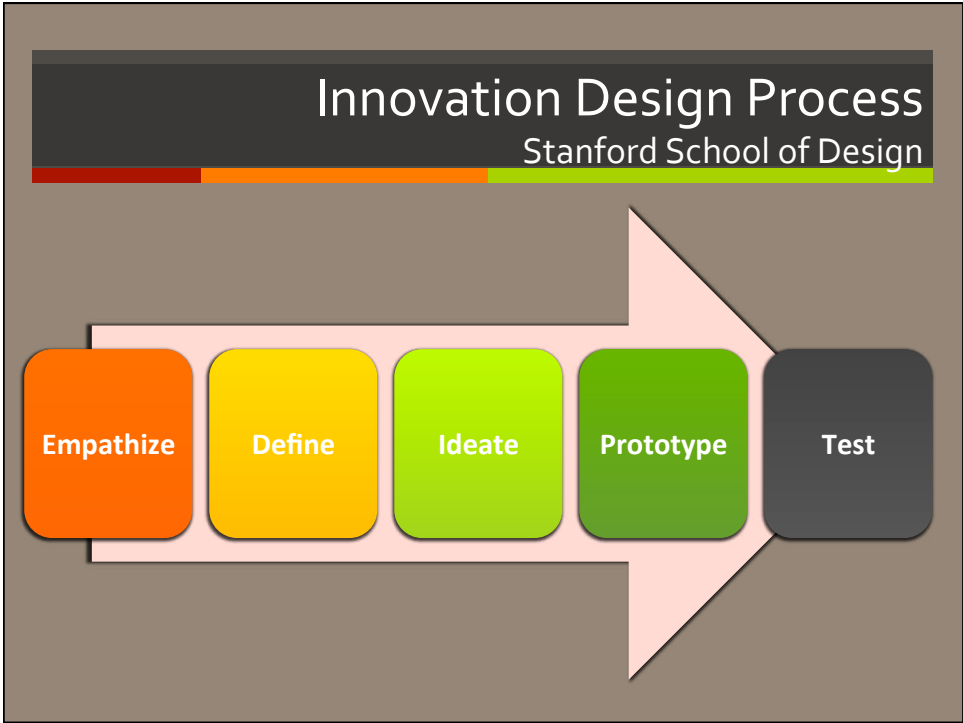
We prototype to:

- **Learn.** If a picture is worth a thousand words, a prototype is worth a thousand pictures.
- **Solve disagreements.** Prototyping is a powerful tool that can eliminate ambiguity, assist in ideation, and reduce miscommunication.
- **Start a conversation.** A prototype can be a great way to have a different kind of conversation with users.
- **Fail quickly and cheaply.** Creating quick and dirty prototypes allows you to test a number of ideas without investing a lot of time and money up front.
- **Manage the solution-building process.** Identifying a variable to explore encourages you to break a large problem down into smaller, testable chunks.

## TEST

Testing is the chance to refine our solutions and make them better. Prototype as if you know you're right, but test as if you know you're wrong.

- **To refine our prototypes and solutions.** Testing informs the next iterations of prototypes. Sometimes this means going back to the drawing board.
- **To learn more about our user.** Testing is another opportunity to build empathy through observation and engagement—it often yields unexpected insights.
- **To test and refine our POV.** Sometimes testing reveals that not only did we not get the solution right, but also that we have failed to frame the problem correctly.



## Implementation Checklist

1. What are the dates and times?
2. What is the location: physical/facility and/or online/website?
3. What are the implementation steps and target dates (timeline) for completing each step.
4. What resources will you need to implement the initiative.
5. How much will the initiative cost?
6. How many leaders will you need to implement the initiative, how you will find them, and how you will prepare them?

## Promoting: Compelling Message

Create a compelling message. You may need to develop several “messages” for each target audience. Be sure to pay careful attention to the titles so that they capture people’s interests. Develop descriptions that are positive in tone, indicate clearly the content or focus.

- What’s interesting in your project? How does it respond to something within the lives of people?
- What are the major benefits in participating? Why should people respond?
- How will you get people’s attention and interest?
- How will you explain to people how to use the Network and what they need to do.

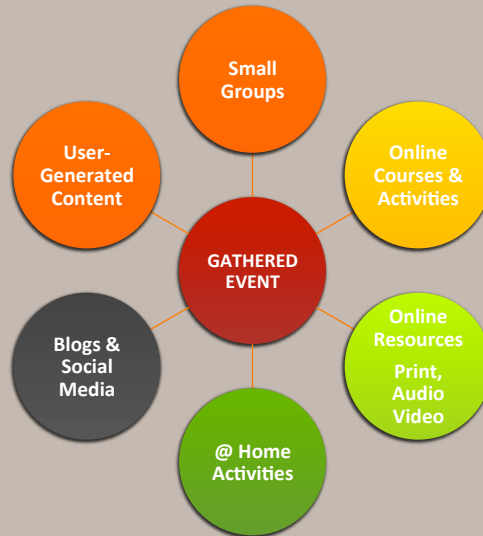
## Promoting: Connect to Real Life

- Highlight the relationship between the content and the particular spiritual or religious needs, interests, passions, concerns, or life issues of people.
- Describe the 2-3 benefits of participating or engaging in faith formation.
- Explain how people can access the resources.

## Connecting Strategies

- **Connect** to a gathered event, program, ministry.
- Publish the “projects” or reflections of the content and experiences: videos, reports, photos, etc.
- Personalized invitations.
- Establish a **Facebook** page for your project and include a calendar of events with descriptions, locations, times, a link to your church’s website, current news, stories from people who are participating, etc.
- Use **Twitter** to announce updates, events, and reactions.
- Send email or regular **e-newsletters** to targeted groups (using Constant Contact or Mail Chimp services).
- Provide ways to share experiences - blogs, Twitter, Facebook.

## Extending a Gathered Program

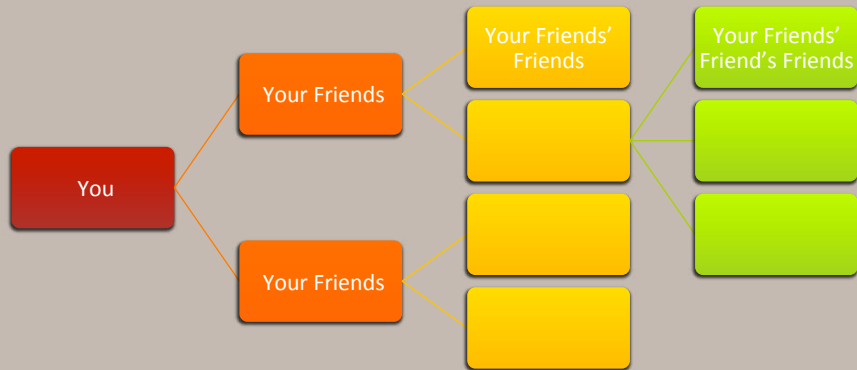


## Extending a Gathered Program



# Connect to Social Networks

Our social network is made up of all the people we're connected to, all the people they are connected to, all the people they are connected to, and so on.



**Form groups around life stages, shared needs/hungers and shared experiences.**

