

Visitor Ambassador : Experience Storyboard



1. Intro

We wondered how design might help visitors feel comfortable with a Church belief system while also encouraging personal connections and engagement. This video explores the conceptual design of the Visitor Ambassador an enhanced service of the church that helps visitors make instant connections to the church through a personal guide who can answer any questions. The service consists of virtual and physical interactions with a representative of the church who may then deliver communication and navigation tools to the visitor.



2. Meet Ryan

Ryan is a 41 year old telecom engineer. He and his wife have had a bad experience with a church in the past. They would like to find a church community where they feel comfortable.



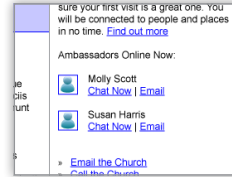
3. Finding the Church

Ryan recently went online to the church website. He was able to learn enough about the beliefs and culture of the church community to want to visit. he noticed an interesting option in the "Visit Us" section.



4. Sees Ambassadors

In an area called "Ambassadors" it indicated that Molly was online and available for questions.



5. Starts a Chat

Ryan initiated a chat with Molly. They conversed briefly about a visit to the church this Sunday.



6. Data Gathering

Through the conversation, Molly was gathering basic information from Ryan about his family and their interests. This information was entered into the church contact management system. That way she can let other ambassadors know who was coming and that she would be the primary contact. She also learned when Ryan and his family would arrive at the church, and said she would be very happy to show them around.



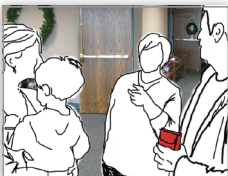
7. Reminder

The day before the scheduled visit Molly sends a personal e-mail to Ryan to thank him for his interest in the church and to remind him to meet her at the main entrance.



8. Parking

Ryan and his family found the church using the map provided on the website. Molly told him to look for signs that would direct him to special visitor parking near the main entrance.



9. Greeting

When they entered the building Molly was there to greet them. After their earlier chat she had assembled a customized information kit.



10. Information Kit

The kit included cards on aspects of the church she knew Ryan would be interested in. It included cards such as basic beliefs, service opportunities, membership, small groups, and a visitor map of the building.



11. Escorting

Molly led Ryan and his family up to the children's area where they dropped-off their son before the worship service. She showed them important things like where the restrooms are and introduced them to several people on their way to the sanctuary. Molly found Ryan and his wife a seat and introduced them to the people sitting near them.



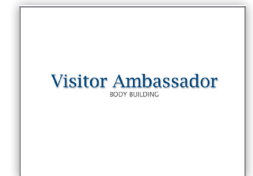
12. Socializing

She asked if they would like to be treated to coffee after the service in the café. Ryan and his wife happily agreed and met Molly outside the doors after the service. After picking up their son and a nice conversation in the café Ryan and his wife headed home.



13. Reflection

That afternoon Ryan was feeling pretty good about his visit. He was much more knowledgeable about the church than he thought he would be, and he had met some great people too. He felt he and his family would be able to get involved quickly at this church. The entire visitor experience had been very easy for him.



14. Outro

Introducing Visitor Ambassadors eliminated barriers in understanding, trust, and connection and allowed Ryan and his family to begin an engaging experience with their new church community.