Valley View United Methodist Church Visitor Experience Journey

**EXPERIENCE**
Moments of Truth

**ENHANCED**
big building

**BASELINE**
plenty of parking

**DIMINISHED**
website was hard to use

**MODE**

**ANTICIPATION**

**ENTRY**

**ENGAGEMENT**

**EXIT**

**REFLECTION**

**TOUCHPOINTS**
finding information
parking
entering the building
finding child care
finding the sanctuary
filling out visitor card
worship participation
hallways
finding children
finding the cafe
existing the building
finding car
receiving a visitor

**BEHAVIOR SETTING**
home
parking lot
lobby
sanctuaries
hallways
cafe
lobby
parking lot
home

**NARRATIVE**
Made a decision to go to church on Sunday. Haven’t gone since the kids were born. Approaches a bit. Decided to look for a local church. Google search. Looked at the Valley View website for location and times. Was a little hard to use but we were able to find the basic information. Not sure exactly what they are about but it is close so we’ll give it a try. Got everyone ready in time.

Drove to the church, plenty of parking in front. Didn’t see the visitor parking area until we were walking to the main entrance. Mildly annoyed. Wished we knew to look for it. Building looks nice. Kind of big.

Went into the front doors. Were greeted by two nice women. They gave the kids high-fives and made sure both my wife’s hands and mine. Pretty quiet here but there is noise nearby. Not sure where to go next. Nothing obvious. Want to hang out costs but I don’t see a coat rack.

Have to ask the woman where to go. She gives us a map and directs us up the elevator then to go down the stairs to the sanctuary. Confused by this site. Map is a little intimidating.

Ask about the kids. She tells me the children’s plan. Since we have a toddler, I need to take them to the toddler room. She shows me on the map where that is. I am immediately nervous about finding it.

We go up the elevator. The stairs to the sanctuary are easy to see. They are right in front of us. Not sure about the toddler room. I refer to the map. Not sure if this is the same level as the sanctuary or not but I assume it is.

Takes a couple of minutes to find the toddler room in the preschool area.

There is a friendly person there who greets us and asks us to sign our child in on the sheet on a clipboard. Seems OK. I am feeling better about leaving him here. He seems to be happy playing.

I ask how they will notify us if there is a problem. She hesitates then says they will “come get us”. That got me back to being apprehensive.

Used the map to go down the hallway to the sanctuary. Was pretty crowded near a shaded area. A lot of people coming and going.

We see a big sign that says “Sanctuary” by two doors. We go in and go down a flight of stairs to the sanctuary.

An usher is there to hand us a program. We find seats. The pastor introduced us to us when we were waiting to start. That made us feel good.

Didn’t really talk to anyone else though. During the service we are asked to fill out a small form on the bulletin to report attendance. Everyone is doing it so we did also.

Happy they didn’t single out any visitors. There is a time when the children can go up to hear a special lesson. Our son. Then they said we go with a person to a children’s church. This seemed strange. We had no way of knowing where they were going. We told them to come back and sit with us.

The sanctuary was pretty. Songs were of a traditional nature. We liked that.

We wished there was communion. Disappointed about that. But I guess they do it once a month. Seemed odd. Message was good. Pastor didn’t seem too pushy which was nice. It seemed comfortable.

After the service we left the sanctuary, but a different door. Threw me. That made us feel good.

We wished there was a program. We were waiting to start. That made us feel good.

I ask him to give them an address for Saturday. He left us to go to his work.

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Randall Blair, Dec. 2010