



Attitude Baptist Church

BY JULIA LISBOA



 Estamos ao vivo! Assista agora.

Versículo de hoje:



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Livro, 10:11-12

Veja os últimos pedidos de oração

Ore por mim

Destaques

Próximos Eventos

00:00
24/12

Culto de Natal

Categoria: Culto
Local: Online | Término previsto: 2h

13:30
25/12

Almoço de Natal

Categoria: Confraternização
Local: Célula Plenitude | Término previsto: 15:30h

Nossa igreja

**ACHE UMA CÉLULA
LUGAR DE AMOR,
FÉ E MILAGRES**

Informações:
(21) 98222-0112
integracao@ibatitude.com.br



Pr. Josué



Ache uma
célula

SUBJECTS

Context

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Daily Verse

Pray for Me

Functional Agenda

Conclusion

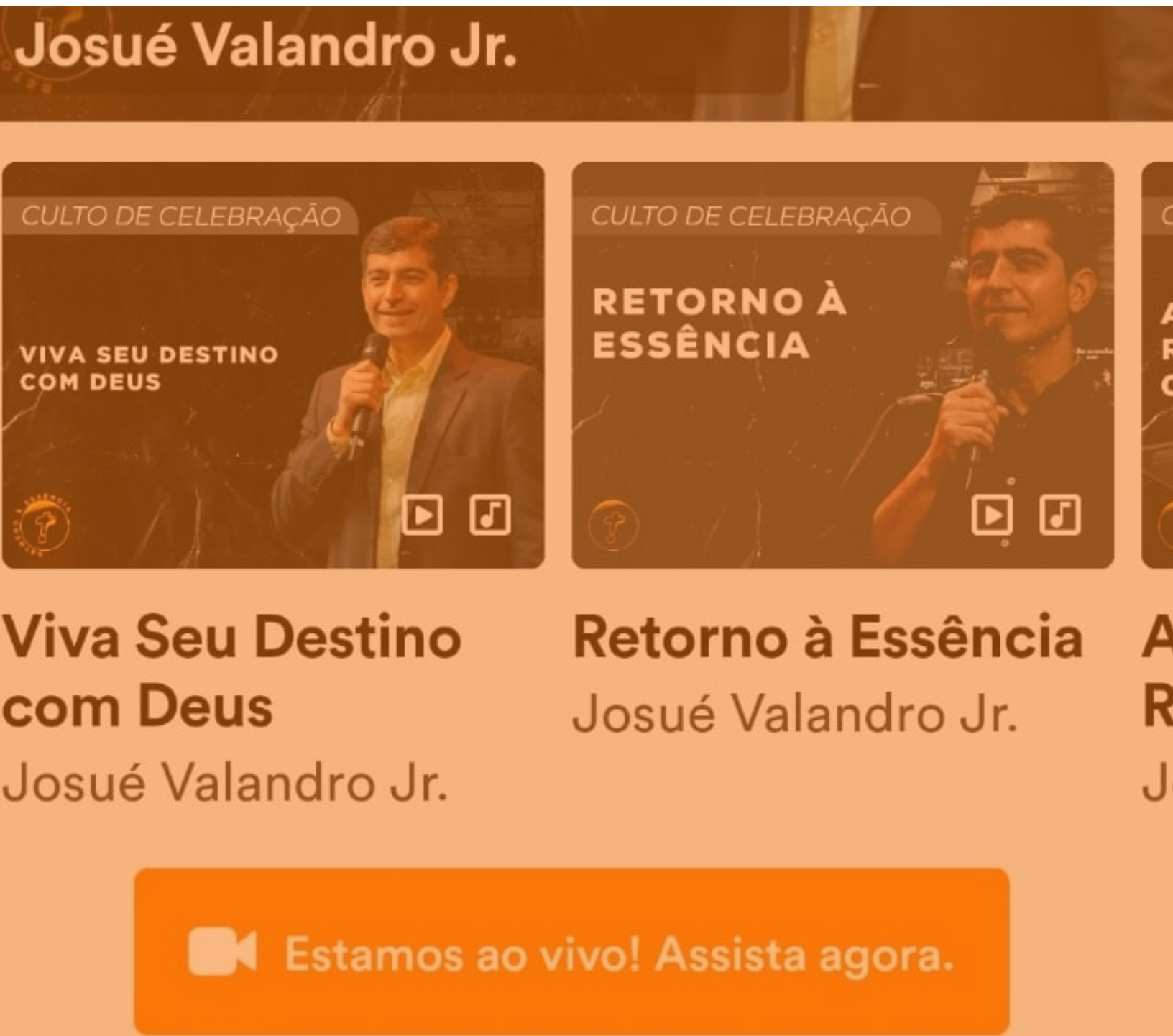
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Context



The Attitude Baptist Church app offers abundant and up-to-date relevant content; however, users tend to not return to the app after creating an account. The client wants to redesign the app's home screen with a focus on retention, aiming to encourage users to revisit the app regularly.



User

The users of the app are religious (evangelical), primarily young adults ranging between 18 and 25 years old. This user group habitually prefers smartphones to computers, indicating greater familiarity and ease with new tools, as well as need for good mobility.

As they attend the same church, they have peers who also use the app and tend to be highly social, showing a keen interest in spreading their faith. Many of them actively use social media platforms to share their beliefs and thoughts.

This audience is generally participative, engaged, and highly involved in their community.

CULTO DE CELEBRAÇÃO

VIVA SEU DESTINO
COM DEUS



Viva Seu Destino com Deus
Josué Valandro Jr.

Problemas identificados

The current app lacks interactivity, presenting its content in an exposition manner. Long videos dominate most of the page, which can also be found on other platforms like YouTube and Facebook. Furthermore, these videos do not appear to be updated frequently, with the main featured video being updated four months ago.

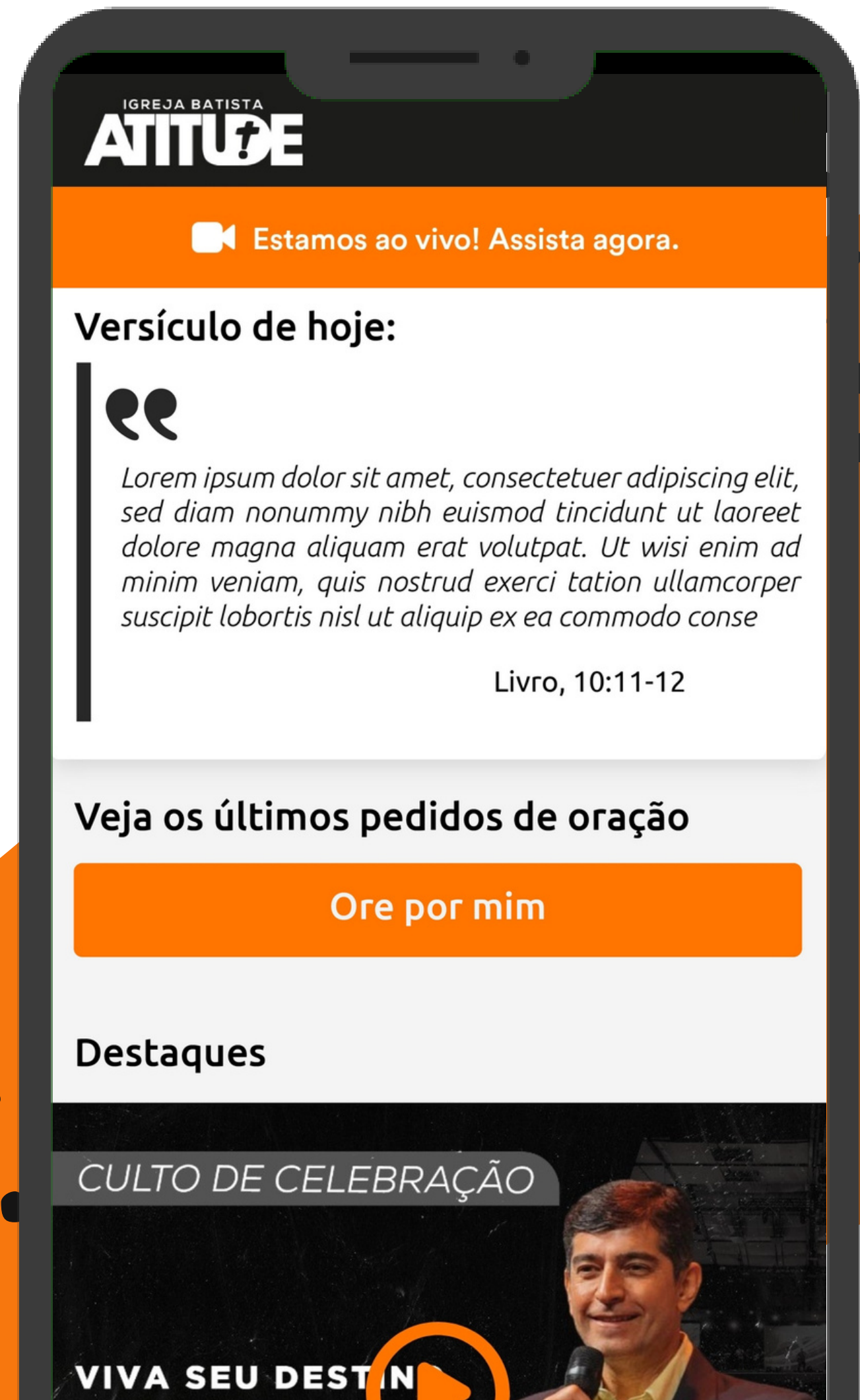
These factors contribute to a lack of dynamism, making the app easily forgettable and leading users to engage with it only on an occasional basis. To address this issue, the redesign should focus on increasing interactivity, ensuring frequent updates of content, and offering a more engaging and dynamic user experience to encourage regular app usage.

Proposal

The main objective is interactivity.

More than inviting the user to visit, we should give them reasons to do so. The app already has some features that could be better utilized or presented on the home screen.

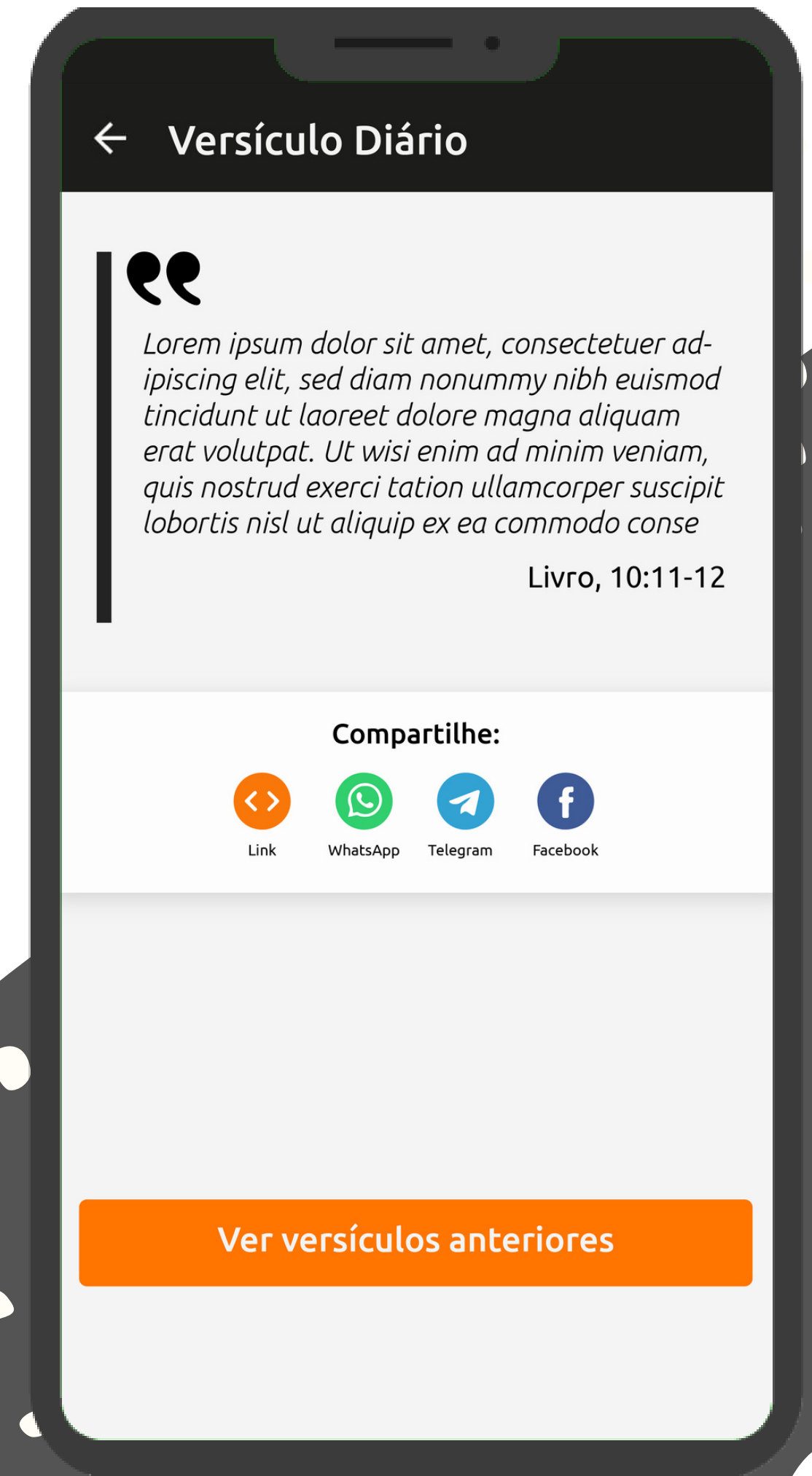
To optimize the utilization of these resources and improve their benefit relationship, we bring three suggestions for changes that would give a fresh look to the app, without the need for radical changes.



Daily verse

The Bible and its verses are sacred words that resonate with people in different ways. Currently, it is featured in the app but is only accessible through a service page in the form of a static PDF, which is not very appealing.

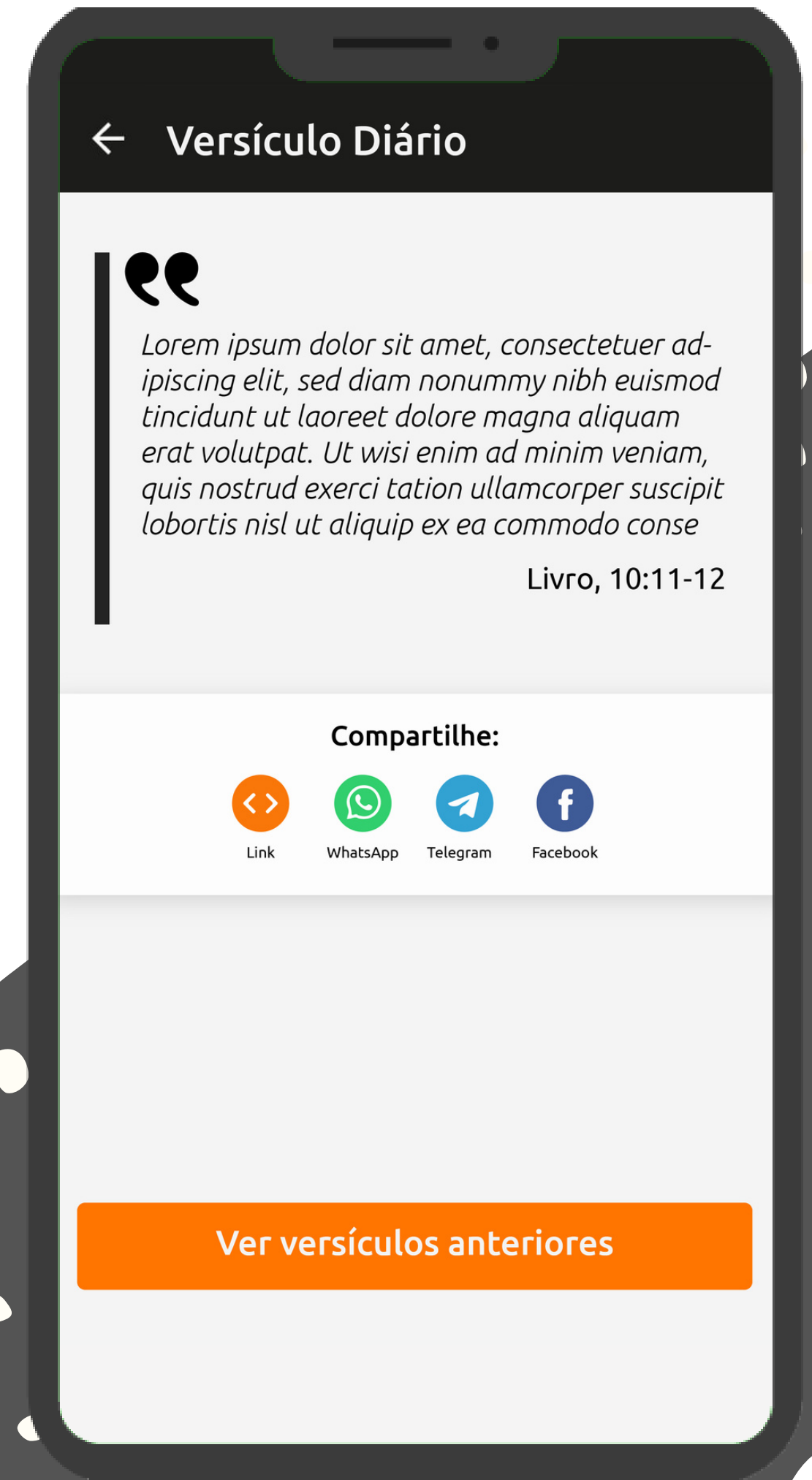
By creating a database of impactful and relevant verses for the daily lives of the faithful, the Bible can become a daily invitation for them to visit the app and receive their verse. With an option for sharing on social media, we could even expand our user base.



Daily verse

The daily verse could include a daily push notification, inviting the user to open the app and contemplate the message.

In the future, for greater personalization, the daily verse could be accompanied by reflections, interpretations, and words of wisdom written or recorded by pastors and other community leaders. This would enhance the user experience and deepen their engagement with the app and its content.



Pray for Me

In our current scenario, dealing with a pandemic, several factors can make it difficult for the public to attend worship, however, the importance of the church for them remains unchanged; in fact, this is a particular moment when the church and religious connection become even more essential in their daily lives.

The act of praying for someone or submitting a paper with prayer requests is a common practice in many churches and cannot be interrupted by the impossibility of attending the temple or communicating directly with other members.

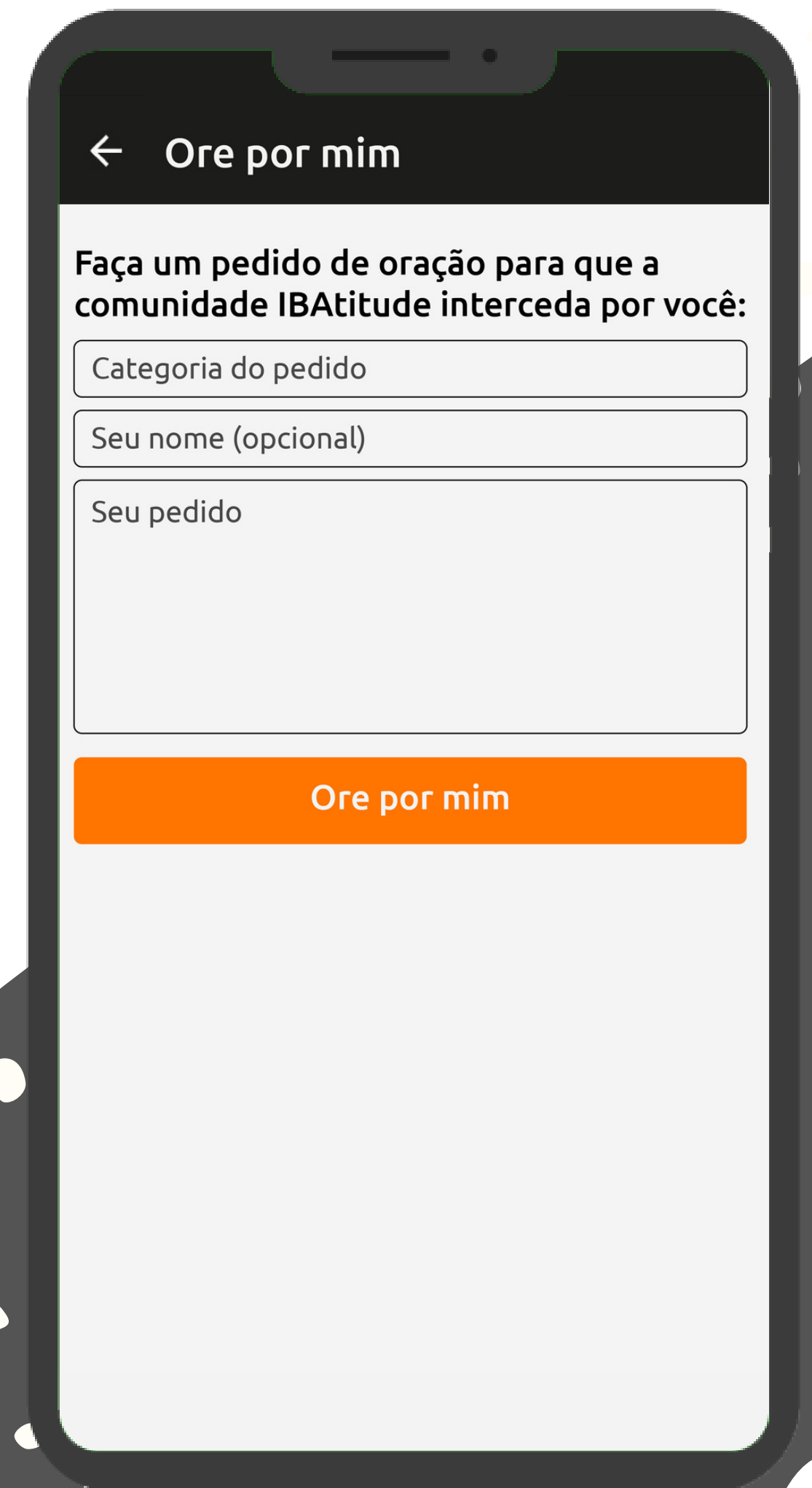
This is a feature that already exists in the app, currently deployed only on the services page. With a relatively simple implementation, increasing the interactivity of prayer requests can help retain app users and bring comfort to many during challenging times.



Pray for Me

The prayer request system remains the same; the significant change is in the way the requests are handled. Instead of waiting for the next worship service for the pastor to address the requests, the new system displays the prayer requests on a virtual board or mural for other members to see. Each request is accompanied by a "I will pray for you" button, which may or may not display the number of interactions.

By implementing this feature, users can feel more connected to the community, offer support to others, and receive prayers promptly, even in times when attending physical gatherings might not be possible.



← Ore por mim

Faça um pedido de oração para que a comunidade IBAtitude interceda por você:

Categoria do pedido

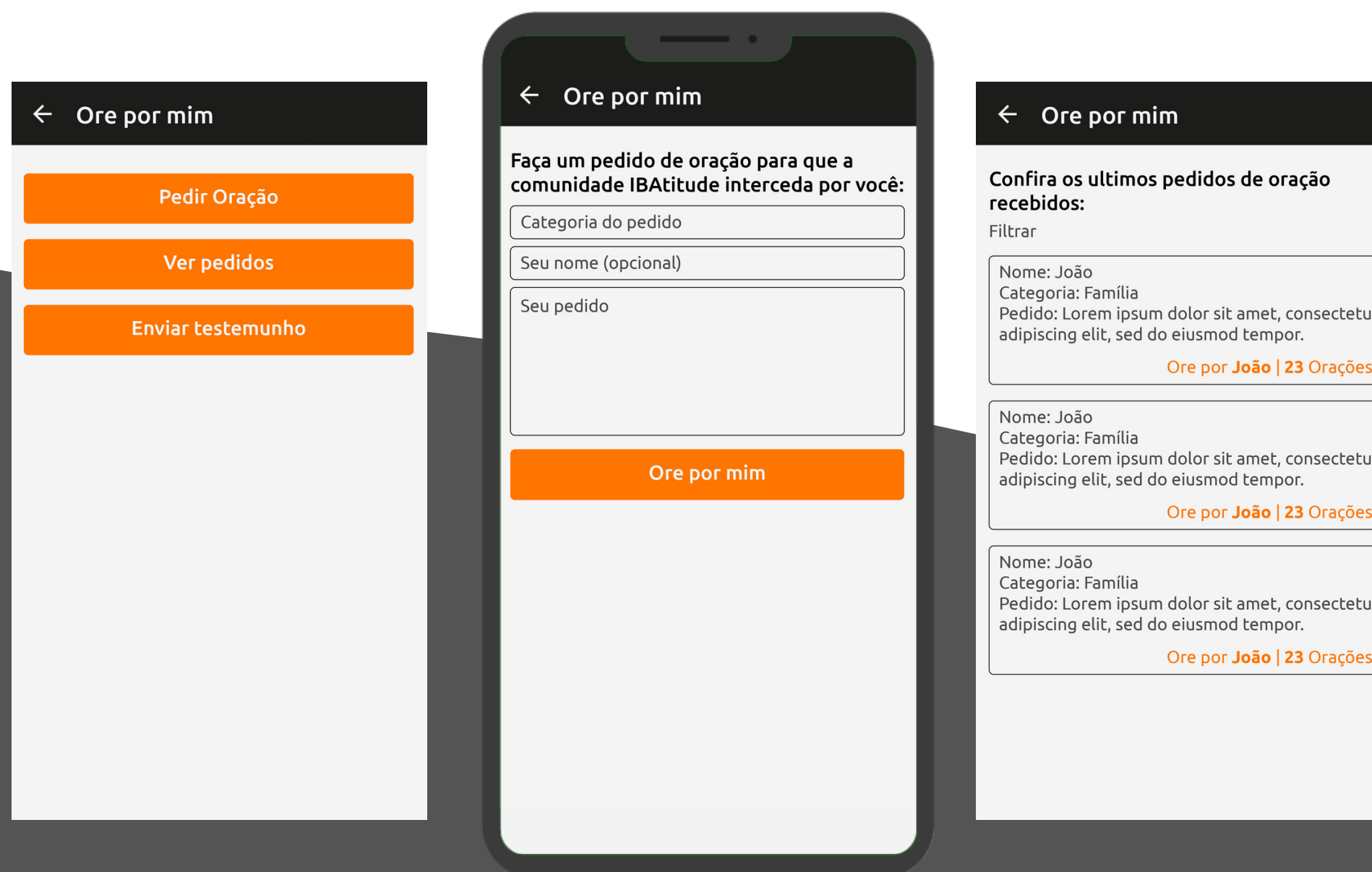
Seu nome (opcional)

Seu pedido

Ore por mim

Pray for Me

Such a feature embodies the core values of the church, inviting members to connect, seek support, and practice the gospel by praying for one another. A similar system allowing users to share testimonials and gratitude would also be beneficial, fostering a spiritually enriching community.



Calendar

Currently, the app has an "events" page that appears to be empty. To enhance user engagement, I propose creating a more functional agenda that seamlessly integrates with the user's calendar system. This new agenda will prominently display upcoming events, including worship services, livestreams, and special content.

By using informative "nuggets" of information, users will have quick access to the next events directly on the home screen. Additionally, integrating this agenda with push notifications will encourage users to return to the app regularly and stay updated on these exciting events.

09:00
10/08

Abertura do Evento
Break

Categoria: Confraternização
Local: Área de Exposições | **Térmi**

14h
10/08

Escrita criativa: c
para seu público?

Categoria: Escrita para Redes Sociais
Local: Sala Justin Young | **Térmi**

13:00
10/08

Sai da minha aba
Convertendo clien

Categoria: Marketing e Ads
Local: Casa dos Frades | **Térmi**

13:45
10/08

'Você ainda está as
Educação no Digita

Categoria: Educação
Local: Auditório Frankie Avallon |

Conclusion

Given the limited time available and the need for further testing and research, I chose a simple solution that would be functional at its core. I consider the version presented in this project to be a semi-high fidelity prototype, which, with some adjustments, would successfully meet the demand.

In general, I suggest producing shorter content that can be presented in a more consistent flow and better utilized by the users. This approach will enhance user engagement and ensure a seamless experience.

See
Prototype

