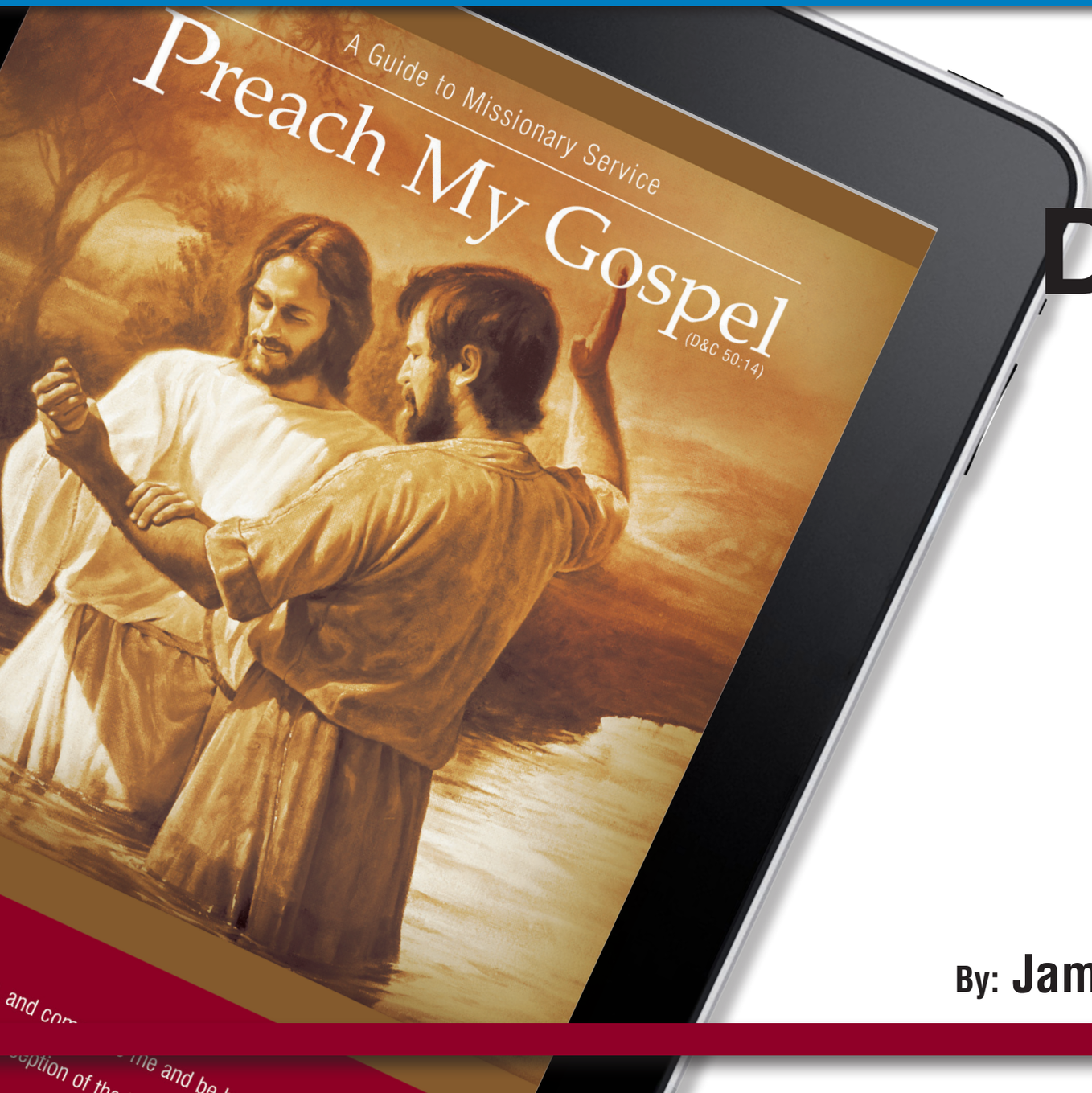


Design Documentation

With

Aquafadas

By: James Toney, Joe Hafen, John Perl, Kyle Hill

Creative Brief

Preach My Gospel was firsted inroduced by President Gordon B. Hinckley in October of 2004. Since then it has become the missionaries tool for helping share the gospel around the world. With the digital world upon us, and with some help from the LDS Church, we have stepped into the possibilities of digitally publishing the book. We have taken our experience as former missionaires and tried to think of ways in which a digital version of the book could add to the experience.

A digital version of the book would allow the church to incorporate much of the digital content that they have produced, giving missionaries more reference material to improve their studying and help them be better prepared for their daily discissions with investigators of the church.

Target Audience

Preach My Gospel has a very wide and unique audience. It is produced in many languages and distributed throughout the globe. It is used by LDS missionaries around the world, and is encouraged to be used by members of the church to help them learn and grow, as well as to prepare the youth of the church for their missionary service in the future.

Persona Profiles:

Mission Presidents - A mission presidents key responsilities are to oversee the missionaries who are assigned to his mission area. They help teach and instruct them in ways of being a more productive and successful missionary. In doing so it is helpful to study from the same content of those you are trying to be an impression on and instruct. Having the same new integration and technology as the missionaries will help them better serve.

Objectives

- Repurpose the print version of Preach My Gospel to be an engaging experience for the participants

- Include as many multimedia elements that are not available through traditional print or pdf versions

-Discover ways the Aquafadas plugin

- Find additional ways to engange the participant in the learning experience

- Try to provide a point of view from outside the traditional printing methods

Missionaries - A missionary is asked to serve in the church and help share the message of the gospel with anyone and everyone who is willing to listen to the message they have to share. Preach My Gospel was written to help aid them in their endeavor. It is tool for them to study. It helps them gain a greater understanding of the Gospel of Jesus Christ, and is used to help them prepare lessons for those whom they are sharing their message.

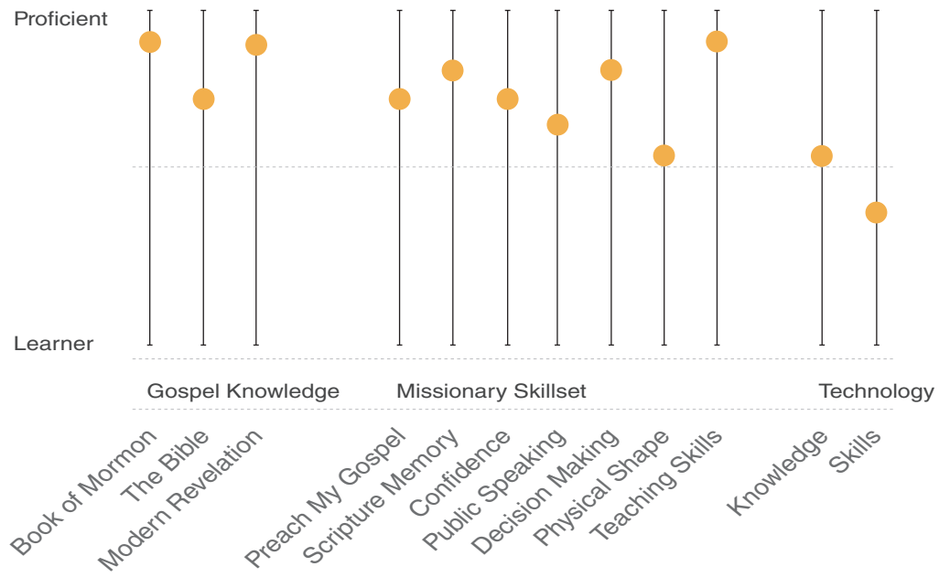
Gospel Teacher - Mission President

President Jones

Age: 56
Location: Dallas, TX
Education: Masters Degree in Business

President Jones has been a mission president for just over a year. He feels that he's starting to get a grasp on how to use Preach My Gospel and the scriptures to help his missionaries learn how to effectively teach the gospel. He has just learned that the Church will be implementing iPads in missionary service, and he is worried about how he will adapt to this new way of teaching. He is somewhat tech savvy and has used iPads before, but he is concerned about having to change the way that he studies and teaches his missionaries. He can see that using new technology can greatly improve how the missionaries learn and teach, but he is worried about the transition to adapting this new technology.

Focus Assessment



Key Characteristics

- Has much knowledge about the gospel and the scriptures.
- Confident in his abilities to teach missionaries.
- Worried about using technology to teach his missionaries.

Goals

- Help missionaries strengthen their testimonies.
- Instruct missionaries on how to effectively preach the gospel.
- Use new technology to accomplish the aforementioned goals more effectively.

Questions

- How can new technology help me better teach my missionaries?
- What tools will be available to help me learn and teach?
- Will this new technology help me be a more effective teacher?

Influencers

- General authorities
- Missionaries

Frustrations & Pain Points

- Feels he's not up-to-speed with the latest technology.
- Worried about using a completely new teaching method.

Teacher at the Missionary Training Center

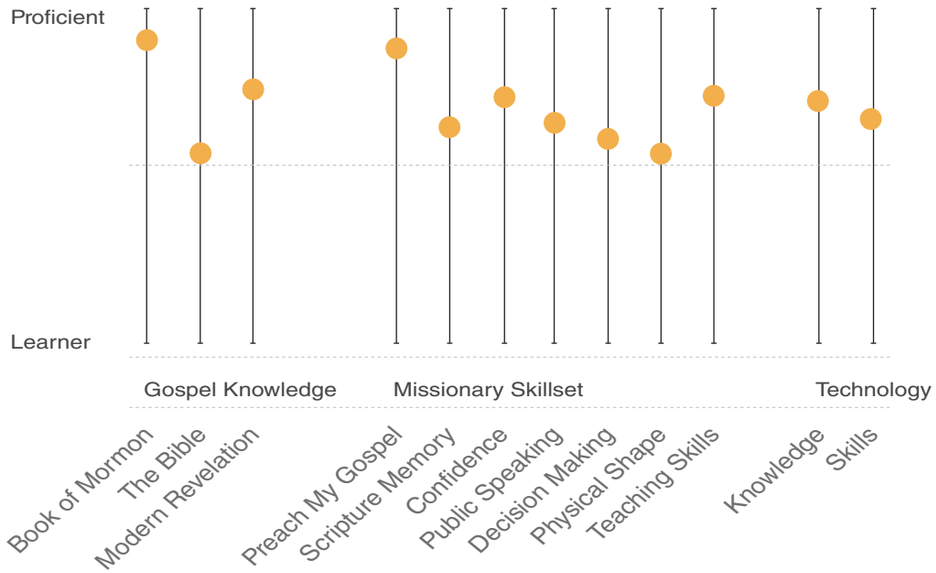
Jenny Fletcher

Age: 24
Location: Provo, UT
Education: 1 Yr College

"I hope I can help these new missionaries learn how to gain their greatest potential."

Jenny has been home from her mission to London, England for almost a year. She found great success errough learning how to utilize Preach My Gospel. She hopes she can help the new missionaries she is teaching to be able to do the same. She's excited about the new implementaion of the digital library that missionaries are being provided with, and hopes she can help them learn how to utilize these new tools to help them be even more successful. Having access to some of the videos and audio clips that corespond to the topics is an excellent addition. Being able to hear from past and modern prophets during your daily study is inspiring.

Focus Assessment



Key Characteristics

- Returned Form London, England mission less than a year ago
- Currently attending Brigham Young University
- Gained great teaching skills on her mission teaching from Preach My Gospel
- Has a great love of sharing her tesitimony and the gospel

Goals

- Teach new missionaries how to use Preach my Gospel in and effective manner
- Help missionaries find the confidence they have within to be successful
- Help Missionaries strengthen their testimony
- Teach companionships how to study and teach as a team

Questions

- How can this new technology help me better teach new missionaries?
- How can this new technology help missionaries be more successful?
- What additional content is available over the print version of Preach My Gospel?
- Can I help these new missionaries find their unrealized potential?

Influencers

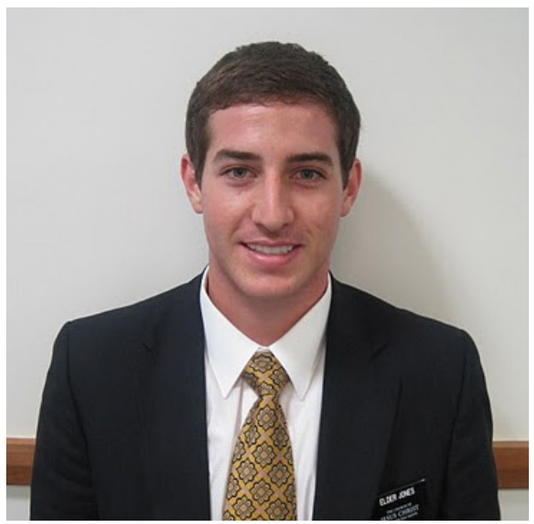
- MTC Presidency
- Other MTC Teachers
- General Authorities
- Missionaries
- Father in Heaven

Frustrations & Pain Points

- Worried that new tools may be a distration initially
- Finding effective ways of implementing new resources into the teaching process

Missionary

Elder Jones



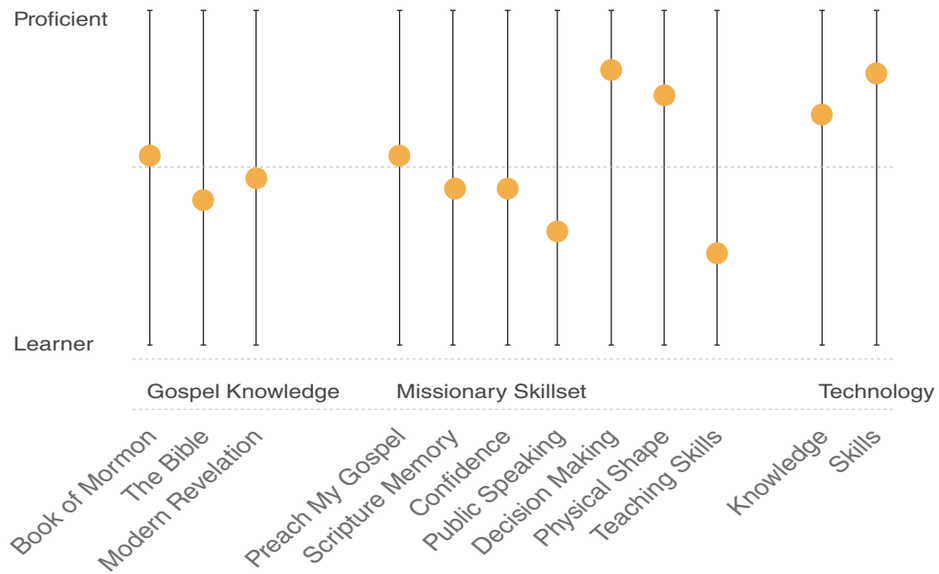
Age: 18
Location: Provo, UT
Education: High School
Interests: Religion, Teacher improvement

"I just want to get as much as I can before I go out there so I can go to work right away."

Elder Jones is a recent high school graduate, and is going on an english speaking mission. He has studied and prepared for the mission work, but has not had a lot of time outside of work and school. Now he is in the MTC and is ready to learn as much as he can. He has average study habits, but now great. He found high school to be less of a challenge, and more of a time killer. The MTC experience is what he has been looking forward to for specialized training on what to do and how to teach.

Elder Jones is really excited to try the new iPads out for both learning and teaching. He is pretty tech savvy and knows his way around an apple divice. Learning and studying on the other hand is the hard part. He hopes he can grasp the nessasary standards before he enters the field, so that he can be a succesful missionary.

Focus Assessment



Key Characteristics

- - Dedicated to studying the material
- - New to teaching
- - New to an indepth study of the material
- - familiar with most material
- - Mostly tired all the time

Goals

- To gain as much learning as possible
- - To memorize scriptures and locations
- - To become a better teacher
- - To internalize the material

Questions

- Is there a way for me to incorperate the lessons with teaching
- is there a way to save my progress
- Is there a way to be taught by the masters/prophets

Influencers

- MTC Teachers
- Parents
- Church leaders
- Friends
- Other missionaries

Frustrations & Pain Points

- I wish I had a central place to save my thoughts while I study
- I wish I could internalize the material better and more
- I dont want things to be cluttered

Perspecitve Missionary

Elder Warnock

Age: 17
Location: Provo MTC
Education: High School Diploma
Years as Member: 2
Interests: Sports, History, Music

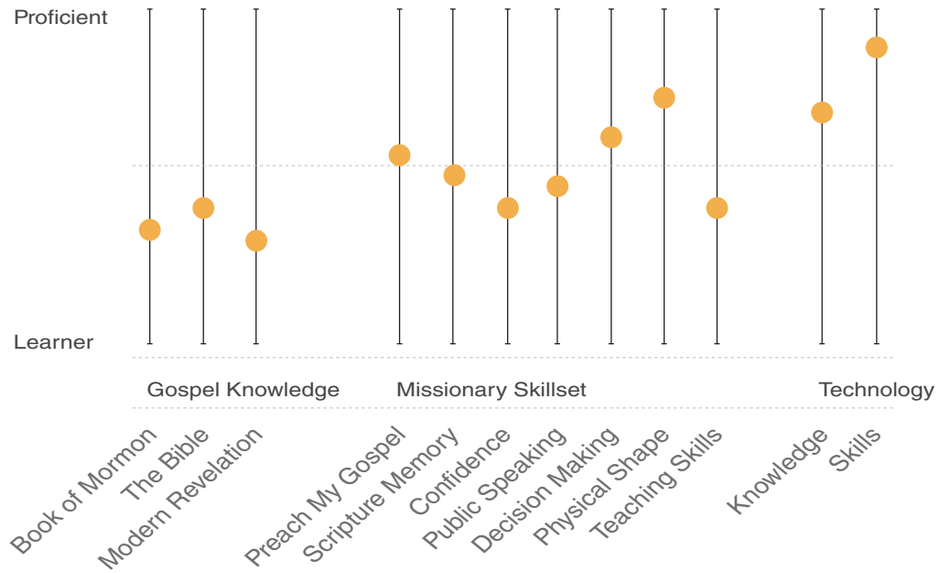
"I am excited to be a missionary, but am not sure I am capable to teach."

Wayne is a recent-convert to the church and is energetic about his mission. He has been a member for about two years and is becoming more comfortable with the doctrine. He is the only memeber from his family, who is non-supportive of his decision to serve a mission. They believe that now is the most important time of his life and he should be pursuing his education in order to have the greatest chance at a higher education.

Wayne loves to read about history. This has fueled his love for the Book of Mormon. He is very confident in his reading skills and being able to explain historical events. He is however, apprehensive when it comes to teaching the many aspects of the gospel. He comes from highly-educated parents who believe that books are the key to know edge and ultimately, success.

Being raised this way, Wayne has not been influenced by the technology that his peers have been raised on. He does not own an iPod, smart phone nor does he know how to use them proficiently. He is however, a fast learner if there are simple written instructions to follow.

Focus Assessment



Key Characteristics

- Feels overwhelmed with the thought of teaching the gospel
- to others
- Very competent with his short time as a member of the church
- Hard worker and quick learner
- Not comfortable with technology

Goals

- Serve a successful mission
- Have his parents have their hearts change and become members
- Become a great public speaker and grow inteaching capabilities

Questions

- Will I be able to talk to complete strangers about the gospel?
- Will my parents ever approve of my decision?
- Will I be able to use my knowlege and skill-set to bless the lives of others?

Influencers

- Parents negative thoughts of his decision.
- Thoughts of lost time in school deriving from parents disapproval
- Fear of public speaking
- Lack of exposure to technology

Frustrations & Pain Points

- Feels the pain from lack of support from family members.
- Has difficulty in expressing himself and using his knowledge
- to his benefit.
- Wishes he were able to have more confidence in himself
- and his teaching abilities.

Brainstorming Ideas

Here is a list of the ideas we had to achieve our original goal to create a captivating experience for the participant in which they would be more likely to intake the content and learn that which they are to preach.

- Highlighting - Allowing the missionary to highlight and have it accessible for later use.

- Text to Voice - Read aloud feature that would be useful for missionaries learning languages.

- Map - Showing the history of the Book of Mormon

- Voice Recording - Ability for missionary to save voice files.

- RSS Feed - This allows for many possibilites. Our original idea was for mission Presidents to be able to push notifications and resources to the missionaries in his mission.

- Audio - Embedding links to audio files would enhance the user experience. Not only could they read the talks, but they could hear the actual talk given when it was presented live.

- Video - Allowing the missionary to watch the video of a talk or certain trainings would allow for a more engaging learning experience and for more emotion in the presentation of the content.

- Links to referenced talks - Certain talks are only quoted. Full text links would be available to the missionary for them to read the whole talk.

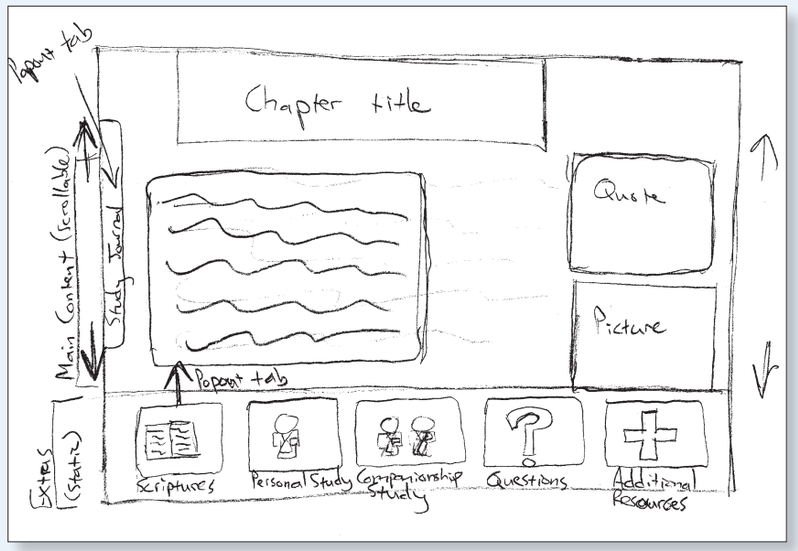
- Ability to link scriptures to scripture text - Being able to tap on a scripture reference and have it pop up in another window or tab would greatly enhance the user experience.

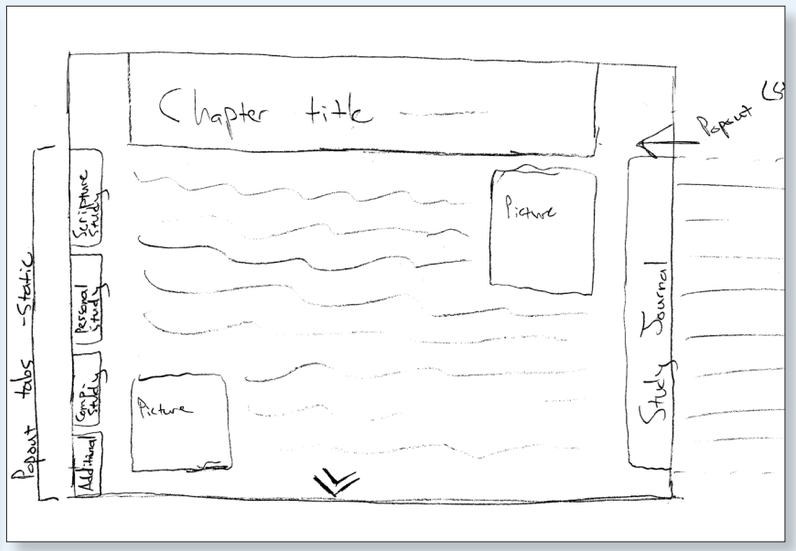
- Quiz features for memorization - We had the idea to try and use a built in feature of the program to help missionaries memorize scriptures and reference.

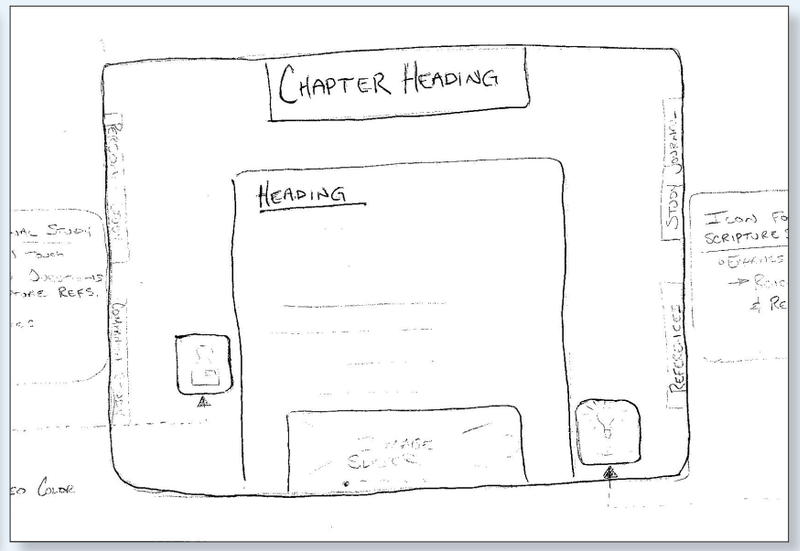
- Bookmarking - Being able to save one's progress and use a bookmark would be beneficial.

- Notes - Give the ability to add and save notes to the digital book for future reference.

Sketching the Concept







Along with creating personas, we realized the importance of the presentation of the content. We wanted to follow our original objectives which was to creat a rich, engaging environment for our participants in which they could easily access all of the content and make it as interactive as we could. We made sure that each element we would put into the prototype had a purpose and not 'just because we could'.

We realized there was a lot of content in each section, especially with all of the scripture reference. We wanted to bring all of the content together and make it easily accessible. We weren't quite sure how to do this, so we had to look at many different variations on chapter layouts as you can see above. We weren't sure what was really possible as far as capabilities at this point, we were just trying to think of the best way to present the material.

The incorporation of icons was an idea from the beginning. Our client was very straightforward in tellin us that the color scheme should be kept very close to the original. We realized that with the use of icons, we could incorporate the affordances of certain icons along with the colors that are associated with different sections of the book. In doing so we could make the two work in unison.

Software Package

Why?

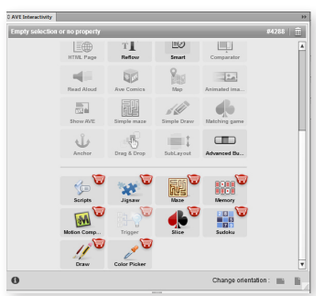
Now that we had come up with ideas that we thought would be great to incorporate into the chapter, we then chose to work with the Aquafadas plug-in for InDesign. We really had no basis on our choice other that the few magazines that we downloaded and reviewed that had been created using this same plug-in.

Not only did we have to learn more about Aquafadas and its capabilities, but we also had limited exposure to Adobe InDesign. This made for an interesting experience.

Pain Points

As we planned out the features that we wanted to investigate, it quickly became apparent that some of the features that we had originally wanted either weren't going to be possible or much harder than we had anticipated.

As you can see here to the right, one of main problems we had was a lot of the more enhanced features were paid features. It wasn't even possible for us to test these features out in any way. We had many ideas that would have enhanced our project that were not possible.



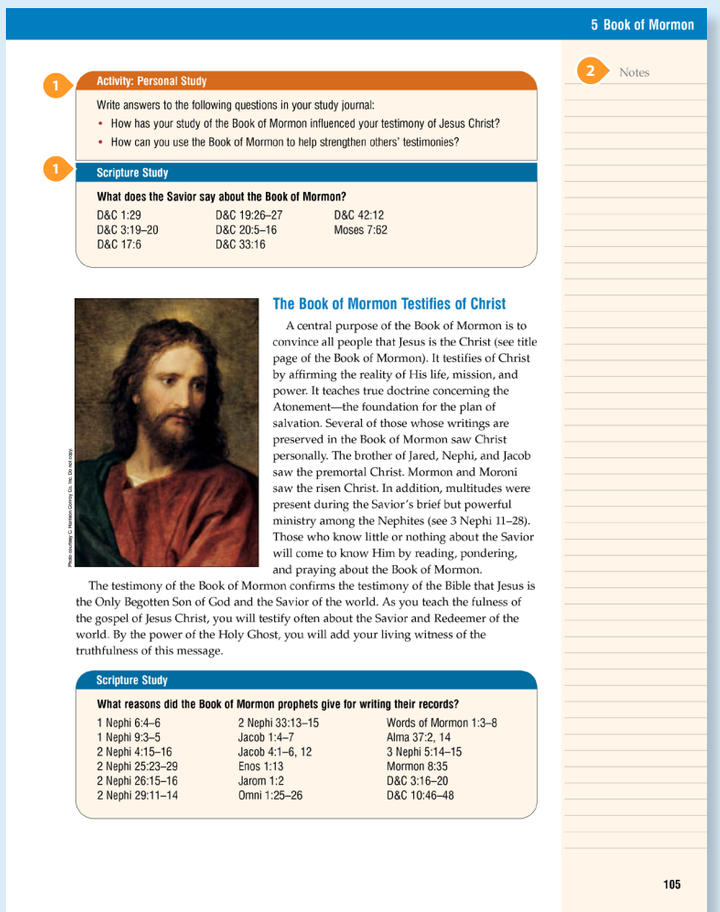
Another problem that we ran into was the lack of documentation and support given by Aquafadas. They do have a video archive on their website in which they have video tutorials covering simple aspects of the software. There were several instances that we ran into problems or needed some help, and when we went searcing for documentation or videos on the subject, they were nowhere to be found.

One partiular example was when James was researching the RSS capabilites of the plug-in. We were interested in this because we had the idea of giving the Mission Presidents that capability of sending push messages to the missionaries all over the mission and being able to give them daily updates, scriptural inspiration, talks, etc. In this process, James did a great job of researching, but with the lack of documentation and support from Aquafadas, he found out that the feature wasn't going to work. He even sent the company an email requesting a bug fix and further help on the subject. He still hasn't to this point received any response from the company.

When we reunited that same week, we all reported that we had come across multiple issues and had the same complaint of the lack of support given for the software. We then talked of the possibility of looking into switching platforms to go with Mags+ because at the time we were so frustrated. In the end we decided to staty with Aquafadas and push through the pain.

Pain Points

Print



Digital

Print to Digital

One of our objectives was to make the experience more rich and to make it engaging and interactive for the participant.

1. [Color] Color was a key factor. We kept the same look and feel consistent on both platforms while making the boxes interactive.

2. [Notes] We wanted missionaries to be able to not only be able to take notes, but be able to save them for future use. John was able to create a JavaScript plugin for this feature that enabled notes to be saved to the device. (The ultimate goal is to incorportate the Gospel Library API allowing the participant to access their notes through the church database.

3. [End of Chapter Text] Another challenge we had was how could we incorporate the elements that come at the end of the chapter. There is a lot of text, scriptures and references that often get either forgotten or don't receive the proper emphasis it should receive. One example of this was the 'District Meeting' section. We decided to add this section as a tab that is accessed from the slide out tab. We dd this because it would be easily accessible at any time and would not be stuck at the bottom of the text.

Breakthrough to Success

Header Transitions

In order to keep a sense of navigation, we found it crucial to be able to transition the header text from section to section when dealing with a single-page, scrollable layout.

Indicates the transition of headers as the partici pant scrolls from section to section.

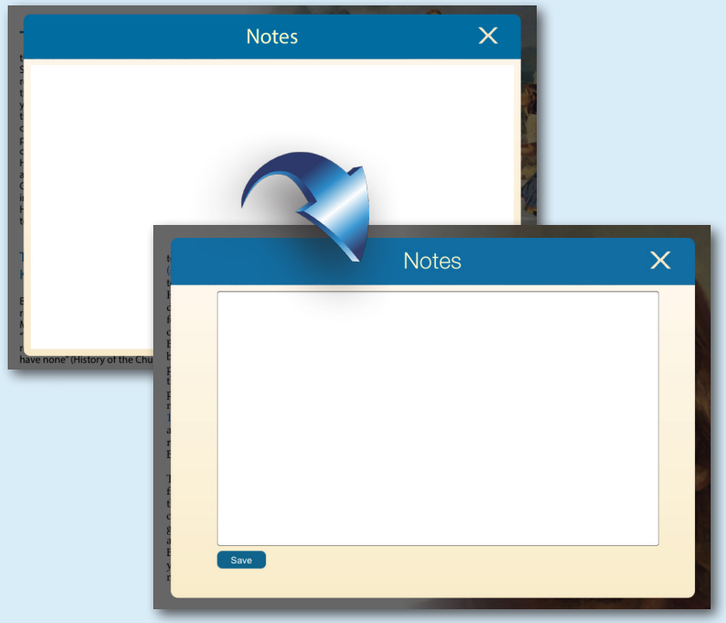
Notes

Integration of the notes feature was a huge success. Unfortuantely, the Aquafadas package doesn't support note taking. John did some research and was able to integrate some Javascript code to be able to take notes and save them so they are not lost once the user exits the program.

Conflicting Menu Items

As we played with the idea of expandable menus, we ran into problems with dead space from the conflict of layers. We were able to use the pop-up feature to incorporate our idea of tabs to enhance usability.

Indicates the dead space on one of our prevous models, causing us to reconsider our approach.

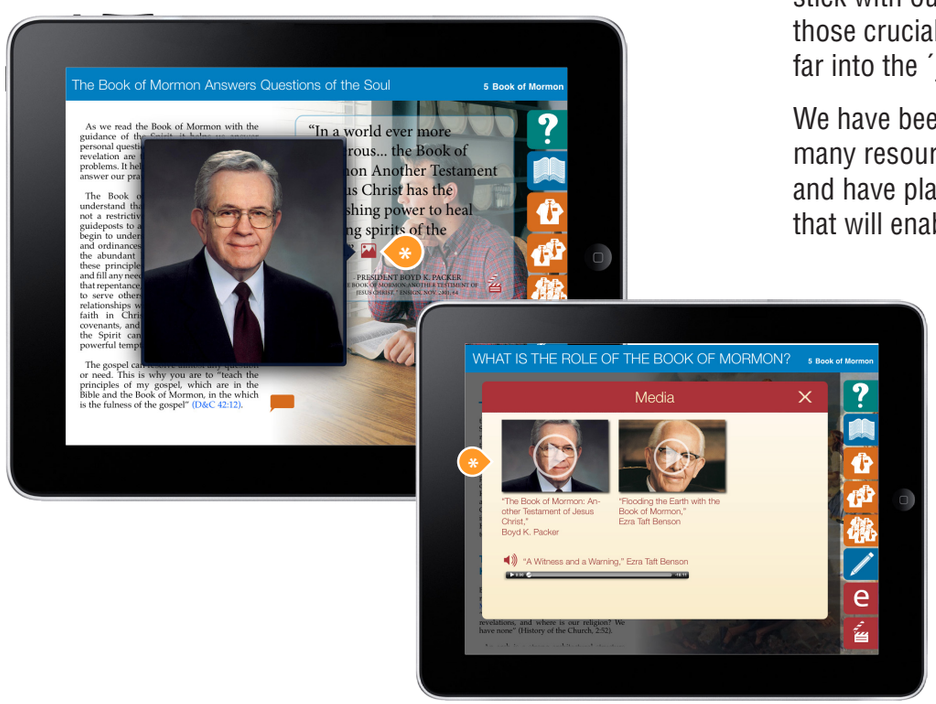


Breakthrough to Success

Media Integration

We knew that this was the most important part of our project. We needed to find a way to seamlessly incorporate media into the content, which would make the experience uch better for the participant.

Using reference made in the text, we gathered assets to provide the participant with the actual media from which the reference was taken.



Looking Back

When working on a project, one can always look back and see things that could have been done better or certain aspects that should have been done another way.

There were many things that we would have loved to incorporate as you can see from the right, however, this doesn´t mean that we failed. With the lack of support from Aquafadas, we were not able to incorporate them into the project. We realized that these features were secondary, and we needed to stick with our original goals and objectives and make sure that those crucial features were put into place before we strayed too far into the ´just because we can´ region.

We have been fortunate to work with a great client that offers many resources to the process. We have discussed the issue and have plans to work with them in trying to develop a solution that will enable these features.

- ✓ - Highlighting
- ✗ - Text to Voice
- ✗ - Map
- ✗ - Voice Recording
- ✗ - RSS Feed
- ✓ - Audio
- ✓ - Video
- ✓ - Links to referenced talks
- ✓ - Ability to link scriptures to scripture text
- ✗ - Quiz features for memorization
- ✗ - Bookmarking
- ✓ - Notes

Throughout the book we have used a variety of icons and thumbnails that will provide popups to view additional content. In the printed book, the additional content was placed throughout the page, here we have decided to offer a seemless reading experience and allow for the tapping of hyperlinks and icons to bring up the addtional infromation. We have done this both to provide a clean look and add additional multimedia content without cluttering up the page.

Colors used on the icons have been taken from the print version of Preach My Gospel in order to maintain familiarity with the print and digital copies.

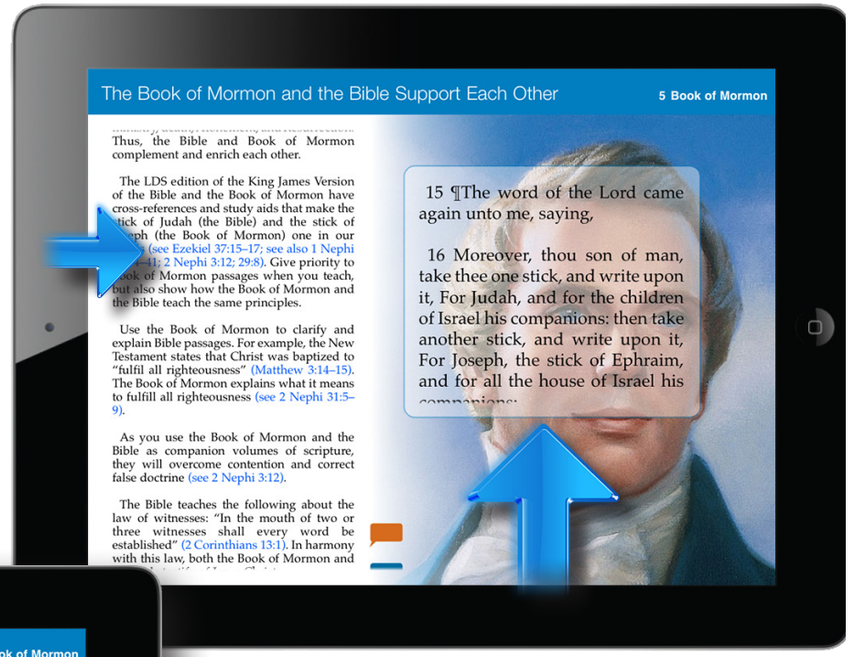
Icon Legend

Icons placed inline with text can be touched to offer relevant information for that paragraph

- Audio
- Video
- Image/Photograph
- Scripture Study
- Consider This
- Extras
- Companionship Study

Icons on the right provide a means to access all additional content for the chapter from any where in the chapter

- Consider This
- Scripture Study
- Personal Study - with ability to take notes.
- Companionship Study
- District Meetings
- Notes
- Extras`
- Multimedia Content



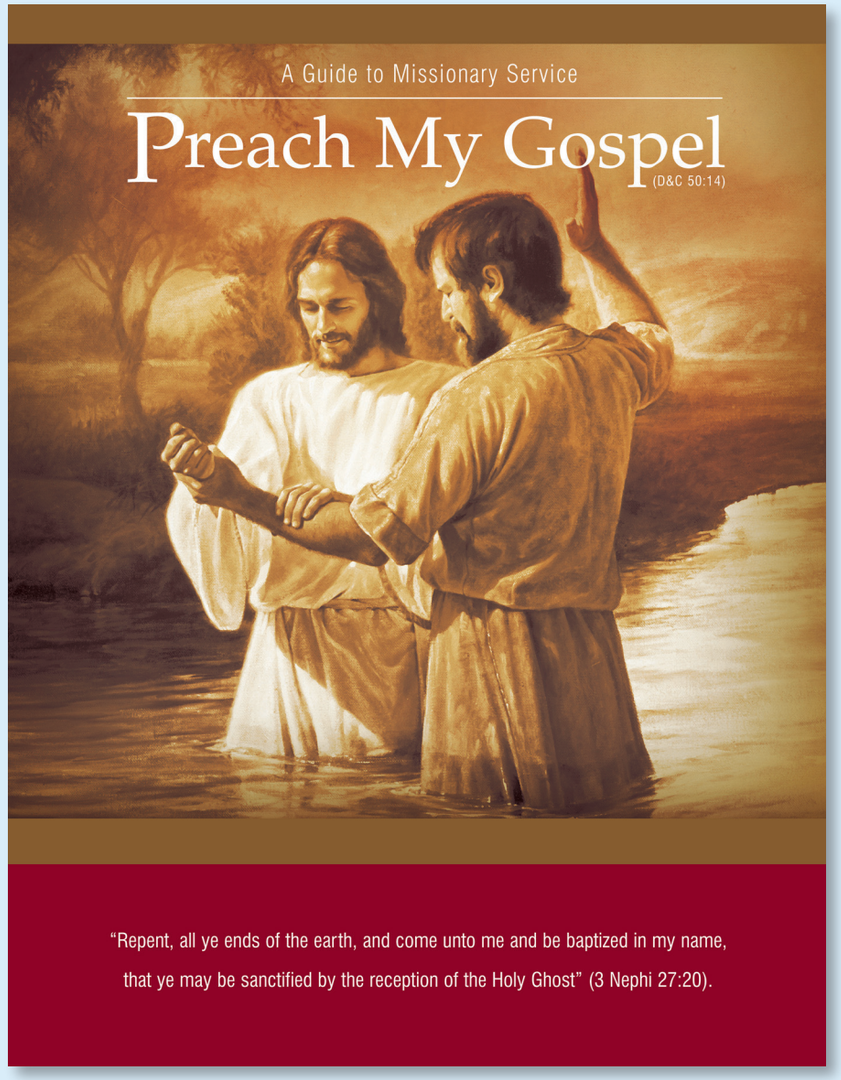
The title bar at the top of the page will change in conjunction with the paragraph headings as your scroll up allowing the reader to know where they are within the chapter. The background image will also change from heading to heading to indicate progression throughout the chapter.

Highlighted scriptures within the text will produce a popup that hovers over the image when touched.

Lengthy scriptures can be scrolled through within the popup.

The popup will follow with the text as it is scrolled through.

Conclusion

We are very pleased with the progress we made. Even though we have only done one chapter of the book, we have made great strides in the process. Along the way we have learned more about Adobe InDesign, the Aquafadas publishing platform, and expanded our vision of how we can take a print medium and produce a product that is both engaging and simple.

We were able to exceed our expectations at times, and at others we fell well short of the final product we were hoping to achieve. After meeting with our client, we were able to gather valuable information on the scope of the project and what they envision the future of this products capability.