

## Logo, identity, and website for the brand of Sea of Grace Ministries in Centurion <https://www.seaofgrace.org/>

Sea Of Grace Ministries is a religious brand that focuses on Spiritual Development, though it had fair enough congregants, it's aim was to reach a wider audience and increase number of active congregants. Sea Of Grace founders decided to build a solid religious brand and create a vibrant online community of members to be modern and flexible

My Role in the project

- UX Designer

Responsibilities

- User Research
- Visual Design
- Prototyping
- Usability Testing

Target Audience

- Sea Of Grace Church Members
- General Audience (Christians)

### Brief UX Research Concept

- On this project I had to Make the shift from being a consumer of information to being a producer of information with regards to the church
- Firstly, I had to learn more about competitor already offering their services online and what needs to be improved
- Questions set developed on this research were frames the rest of my project, sets the scope, and determines the kinds of answers I would get to make the project successful
- Choosing my data and methods, for collecting qualitative data, I did so via interviews and questionnaires trying to understand user expectation & effectiveness of the project
  - ❖ In my questions I had to make sure that questions should be phrased so that it can't be answered with a simple 'yes' or 'no'.
  - ❖ Questions should have more than one plausible answer
  - ❖ Making sure questions should draw relationships between two or more concepts; framing the question in terms of How? or What?
  - ❖ doing this session i used 3-6 question topics (How do users spend their time on a website?)
  - ❖ Designing Focus Components, including interface qualities (Usability, Training, Efficiency, Satisfaction)
- Generative methods, such as user interviews and open-ended questions, helped me uncover motivations or more general insights, while UX testing helped to evaluate the usability and experience of the end virtual product.

- **Participant Profile:** Once I had defined objectives methodology and focus areas, I had to outline the participants needed to get the required insights. this was to help me determine who to recruit, or an approximation of your users, to optimize recruiting efforts.
  - To Define my target user, I had to integrate with internal stakeholders, marketing teams within the Sea of Grace Church
  - Apart from current congregants, I had to interview congregants of competitor platforms to analyse how effective was the platform to them and what they felt could be improved including behaviours, needs, demographics, geography
- **In total I spent Approximately 6-8 weeks for identifying objectives, creating participant profiles, recruitment, in-person meetings, qualitative research, and analysis.**

## Logo Design

Traditionally one of the core tasks in the branding design process is creating a logo, and this case was not an exception. The client gave a clear direction set behind the brand message: Sea of Grace Ministries is the brand that helps Christian believers to achieve their Christianity goals. They wanted the logo to be fun, modern, and youthful and wished to think in the direction of a symbol logo rather than a wordmark



The choice of visual concept was made upon a beige outline logo symbol (variant 1) accompanied with a solid and simple typography part

As usual, the logo design process started with the creative search for a general visual idea. What I had to consider was the flexibility of logo usage for a diversity of surfaces, from church branded t shirts & bags and packaging to website and social networks.



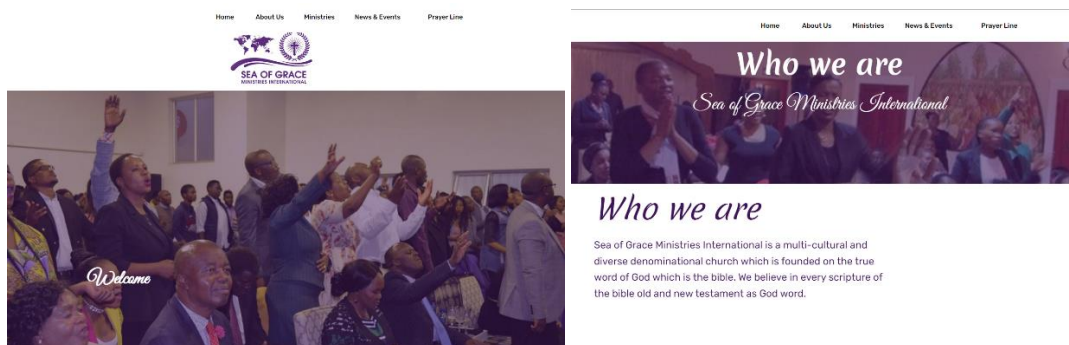
## Web Design

The website design for the brand had to keep visual consistency and harmony with the identity concept, let users quickly catch the message, review the benefits of the ministry and join in the Ministry and prayer sessions

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The web pages feature the well-balanced combination of airy light and deep background sections, high-quality visual content demonstrating the product outside and inside, clear visual hierarchy, readable fonts, and digestible information blocks make the website scannable and eye-pleasing.

Here's a look at the home page. Its mission is to inform visitors that sea of grace ministries I is a multi-cultural and diverse denominational church which is founded on the true word of God which is the bible. To quickly demonstrate that benefit, as a designer too I had to integrate custom illustrations that add a good mood and emotional appeal to the website. The information is divided into clear digestible blocks in which background colour works as a visual divider. The CTA button in the website echoes the colour of the logo.



The About page also uses contrast blocks to present the pieces of content. In the pre-scroll area, it gives a quick message about the brand message with a clear and prominent tagline in combination with the important infographic-style numbers about the Church and lovely photo content setting the needed theme. This block uses the dark background making the photos look deeper and the tagline even more prominent. The next blocks use the light background, first of all for the sake of readability as it presents the bigger block of text talking about the brand.

To make the website usable from any device, the team made the mobile adaptation of the pages considering the peculiarities of mobile interactions.

So, the website for **Sea of Grace** features three different types of visuals: photos, 2D illustrations, and graphics, harmonically combined and balanced together.

In general, that was the case of tight and fruitful collaboration with the stakeholders to clarify the business goals and finding ways to reach them by means of design appealing to the target audience and unveiling the benefits of the product.

<https://www.seaofgrace.org>

### User Journey Map

Based on the main user persona, I outlined the journey step-by-step that will help Sea Of Grace Ministries reach their goal of reaching a wider audience to the community in a meaningful way.

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### Mock-up

After the wireframe, I created mood boards with concepts, colours, fonts, graphics, and icons to design a high-fidelity prototype.