

Good News Sunrises

PROJECT BRIEF

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PART 1: PROJECT PITCH

Good News Sunrises, a faith-based start-up, is about helping people deepen their relationship with Jesus Christ by building a community of believers. Their goal is to share the love of God with everyone and make faith accessible in everyday life. But that goal is hard to achieve when you only share the Good News through a personal social media account. It is harder to gain followers and harder to make an impact. This is why there is a market need for *Good News Sunrises*. People need a place to feel part of a community. Sometimes they don't have a church they feel part of or don't know what's missing in their life until they find Christ.

Working to build up the online community for *Good News Sunrises* can help bridge that gap between looking for a community and feeling a sense of belonging. This startup aims to bring joy and encouragement to individuals at a broader level than just word of mouth or their social groups. *Good News Sunrises'* long-term goal is to become a global online community where people can grow their faith and share their journey to Christ so that others can feel they aren't alone.

A brand identity and website will help this start-up grow their community and leverage their resources. The website will encompass resources to grow closer to Christ, daily Bible verses and inspiration, a message board to build your Christian community, and eventually e-commerce products.

PART 2: DEFINITION, JUSTIFICATION + EXPLORATORY RESEARCH

Part One: Product Definition

Purpose Statement:

Good News Sunrises, a faith-based start-up, is about helping people deepen their relationship with Jesus Christ by building a community of believers

Product Overview:

Many online Christian communities target only women. However, *Good News Sunrises* is an online community for all. Whether you are an avid believer, questioning believer, or someone wanting to know what all the fuss is about, *Good News Sunrises* shows that Jesus is for everyone.

Part Two: Problem and Solution Overview

Problem Statement:

A survey conducted in November 2022 ([Pew Research Center](#)) stated that 30% of United States adults go online to research religion and that 67% of adults that regularly watch religious services online are satisfied with them. Having a digital presence with Christian resources will help believers deepen their faith and grow their community.

Solution Overview:

Good News Sunrises is an online Christian community that will help believers grow their faith or learn more about Jesus. With podcasts, songs and online courses available believers won't have to go far to get deeper in the Word.

Part Three: Comprehensive Research Report

Good News Sunrises was inspired by three other online communities: [Live Original](#), [Chosen & Free](#), and [The Honey Scoop](#). The client, and I worked together to explore these websites, and I paid close attention to her reactions to better understand her needs and preferences. We found that while *Live Original* and *Chosen & Free* focused on sisters in Christ, *Good News Sunrises* aimed to bring everyone to Jesus. This inclusive approach will help the online community reach a wider audience with their positive and inspiring messages.

[Live Original](#): I was reminded of a faith-based community during my research, which had a similar goal of bringing people to Christ. However, their focus was on a sisterhood rather than all believers, which sets *Good News Sunrises* apart. One thing that caught our attention was their use of vibrant colors and eye-catching design. While we appreciated the pop-up categories, we found that they could be overwhelming and give users a headache. To address this, we came up with the idea of using clouds with words on top to guide users in a more soothing and visually appealing way.

[Chosen & Free](#): We really liked the way the Instagram carousel was placed at the bottom of each page, it was really engaging and caught our attention. *Good News Sunrises* was originally created with an Instagram account so it makes sense that we would want to use a similar aesthetic that *Chosen & Free* used to lead users to engage with the Instagram account. Additionally, the

podcast section was really well done and gave us a good idea of how we want to incorporate resources into our own website. The navigation bar was simple and easy to access, but we found the reel underneath it to be a bit overwhelming and dizzying, so we decided to avoid using a reel on any of our pages. Finally, the font usage and polaroids on the website were really eye-catching and helped us choose the typography and design for our own brand identity.

[The Honey Scoop](#): One thing we really appreciated about the website was its simplicity despite the abundance of graphics. It was engaging and not too busy. The neutral color scheme was also effective in guiding us towards the color choices we made for our prototype. Our favorite part of the website was definitely the connect page. We were looking for a way to build a community, and this page gave us inspiration. Overall, our research allowed us to create a product that we were both satisfied with. We incorporated the elements we liked while putting our own spin on things and avoiding the elements we didn't care for.

Part Four: Introducing *Good News Sunrises*

Good News Sunrises is a wonderful startup faith-based online community that seeks to spread the Good News of Jesus Christ to the world. Its founder, Chelsea Craddock, is a thirty-year-old woman who is committed to making a positive impact on the world by ensuring that everyone around her knows that they were created and loved by God.

This community was born out of Chelsea's own faith journey. Although she had always been a believer in Christ, it wasn't until the summer of 2022 that she truly understood what it meant to have a relationship with Him. After experiencing health problems, relationship problems, and work problems, Chelsea realized that she had been living for the world and seeking affirmation from things around her instead of understanding that she was already chosen and loved by an amazing Creator.

Chelsea's faith journey led her to dive into the Bible every day and learn as much as she could to grow in her faith and love for her Lord and Savior. As she grew in faith, she felt a calling on her heart to start an online community where believers and people who didn't fully understand Jesus could come together to learn from each other and have a community to lean on instead of feeling alone.

And so, *Good News Sunrises* was born. The name stems from Chelsea's love for God's creation, especially sunrises, and the Bible's reference to the Gospel as "good news." She started with an Instagram account and began posting about the good news, but she quickly realized that this wasn't enough. That's why she asked for help in building her online community, and I was more than happy to lend a hand.

"It is necessary for me to proclaim the good news about the kingdom of God to the other towns also, because I was sent for this purpose." Luke 4:43

Part Five: Technology + Justification

Good News Sunrises will be a website created through WordPress. With the extensive plugin options and additional CSS, this website will be a great resource to believers. I chose to focus on a website only with the thought that if someone is looking for resources on how to build their faith they would more likely go to the internet than the app store.

Part Six: Included Features

Good News Sunrises will feature a resources page that includes uplifting and encouraging worship songs, recommended podcast episodes that teach about the Word of God, book recommendations that will strengthen your understanding of God, and free online courses and mobile applications that can provide more context and interpretation about the books in the Bible.

Another feature the website will include is a message forum. On the message board, people can come together and engage in discussions much like on *Reddit*. This page will be a great way for believers and those starting their faith journey to ask questions, post suggestions, and grow together.

Part Seven: Anticipated Development Milestones

In the future, we plan on adding e-commerce capabilities to the website. The *Good News Goodies* store will offer a variety of items, including fashion pieces, prayer notebooks, devotional books, and guidebooks that will help explain and interpret certain books of the Bible.

PART 3: COMPETITIVE ADVANTAGE REPORT

Part One: Market Justification

Good News Sunrises meets a major need within the market of Americans needing to know more about Christianity. Ignite America states that [only 51% of our pastors and 6% of Americans hold to a Biblical worldview](#) and [61% Americans aged 18-35 doubt the existence of God](#). This means that even our teachers of the faith don't fully believe that the Bible is the Word of God. With the continued doubt of Jesus and the Bible in America, *Good News Sunrises* can help lead believers and non-believers who are searching for answers back to faith and back to Jesus. *Good News Sunrises* will feature a message board where people can ask questions and talk with a community of believers asking the same questions and have the same doubts.

Our competitive advantage is the amount of resources that *Good News Sunrises* will provide and the target audience of the company. With recommended podcasts, worship music, online courses, Bible study guides, and devotionals, Americans will have their questions answered and build the

relationship with Jesus that God always intended. *Good News Sunrises* is also intended for all people and not limited just to one demographic. Most companies that have the same goal as *Good News Sunrises* are only targeted to women but with the company's inclusive target audience and extensive resources, this company will be a success. *Good News Sunrises* will also feature a message board where people can ask questions and address any doubts they have had during their faith journey. This will help build a community and let our audience know that they aren't learning alone.

Part Two: Consumer Research

Our target audience is college students and young adults. They have either just moved out of their parent's house or are still living with their parents but starting to make decisions on their own. They are looking for answers to the world around them.

- **Age:** 18-35
- **Gender:** 59% Female, 41% Male
- **Race:** 35% Black, 31% White, 20% Hispanic, 8.5% Asian, 5.5% Mixed/Other
- **Education:** Some high school, High School diploma, some college, Bachelor's degree, Master's degree, Doctorate degree
- **Income:** Financially dependent on parents - full financial independence
- **Location:** United States
- **Wants:** Christian community, resources to deepen their faith
- **Needs:** Resources that will expand their knowledge on Jesus, Heaven, the Word of God

Part Three: User Personas

Persona #1 (College Student)



Steve Buonocore is a 19-year-old second year at the University of Georgia. Steve is a Public Relations manager with a minor in Religion. His goal is to become a leader in a church and put his communication and religious studies skills to the test. Steve comes from a Christian household with family members in the church and he is highly interested in following in their footsteps.

Steve loves music, hanging out with friends, volunteering around campus and community, reading his Bible and eating pizza. He also enjoys learning in his classes about communications and social media best practices and loves to experiment with them on his own social platforms.

Persona #2 (Working Adult)



Kayla Reynolds is a 27-year-old full-time employee at a corporate firm. In her role, she is always tasked with researching the latest data, digital and social media trends so that her company can maximize their communications and marketing efforts. Kayla loves the challenge her role brings and loves that she constantly has the opportunity to learn more.

Outside of work, Kayla enjoys any activity outdoors (hiking, biking, camping, etc.) and being with family and friends. She is more of a homebody and only stays with her close-knit friends but is interested in making new friends and learning more about the world around her.

Part Four: Product Comparison

While researching for this project, I discovered a few online Christian communities that help grow your faith with Jesus (i.e. *Lo Sister*, *Chosen and Free*, etc.) Several of these communities offer resources to deepen your faith and interactive Bible studies to attend. Based on competitor analysis, both of these communities are pretty successful. *Live Original* has a following of 10K+ monthly visitors and they also have an app that helps “Sisters in Christ” connect with each other as a community. *Chosen and Free* has a great social media following that includes 120K followers and they are heavily active.

Good News Sunrises differs from these two communities because they are both about gaining more “Sisters in Christ” but *Good News Sunrises* is for every believer. The resources provided are free along with a message board where all believers can engage together, ask questions and deepen their faith without having to download an app.

Part Five: Competitor Research

[Live Original](#) was developed by Sadie Robertson of Duck Dynasty with the goal of becoming a “sister and friend to those who don’t have one.” The target audience for her online community ranges from high school students to young moms learning more about Jesus and ways they can grow their faith. *Live Original* not only features a website but also has a mobile app with an average rating of 4.8/5 and over 630 app ratings. Within this app, users get access to free features

and premium features. Some of the premium features include access to all past, current and future workshops, group direct messages, first access to clothing and sermons and more. With the community being founded in 2014, it has grown substantially and they were able to put on a *Lo Sister* conference for the past three years. These conference tickets range from \$109-249. At the conference, depending on your ticket purchase, you get a VIP seat to meet Sadie Robertson, backstage pass, early seating and a signed-keepsake from Sadie. I believe this community has been partially successful because of her family's popularity on the A&E show, *Duck Dynasty*. A recent review for Live Original was from last year's conference, "LO sister conference. A dream. A time where the Lord moved so evidently in many lives, including my own. A time when "Surrender", a word I didn't know, would mean the most to me on August 19th, 2022, which was the last night of conference," Kamri ([Lo Sister Conference](#)).

[Chosen & Free](#) was created by Allie Schnacky, an Instagram influencer, in 2020. Allie's goal was to grow a community of sisters around her revolving around the promise of Jesus Christ. Throughout childhood, Allie struggled making friends until 2020, she heard the Lord speak to her and tell her to create *Chosen and Free* and share the Word of God so that other women wouldn't feel the same way she did. Women searching to start or expand their faith journey is the target audience for this community. Even though *Chosen and Free* didn't start until six years after *Live Original*, they only have 196K followers less than them on Instagram. That is saying a lot for only a community that is 3 years old. *Chosen and Free* offers an online interactive Bible study where you can "secure your spot" and study the Word with other sisters in Christ including the founder, Allie Schnacky. *Chosen and Free* is only distributed on a website and social media platforms. They are active on Facebook, Instagram and TikTok.