

**Product Plan**

Product ID 2014-09-10-16-11-08

**Product Stakeholders**

Product manager(s) Ron Wilson	Publishing services partner (PSP) Dave Preece
Other (specify)	

**Product**

Product name (If a product name has not been determined, include possible titles to initiate contact with IP.) Mormon.org	Sponsoring department Missionary
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**Annual Publishing Plan Information**

This product is included in the approved annual publishing plan

Yes  No

If no, please explain how this product will be funded (e.g., new/expanded funding, and so on).

**Executive Summary**

**Product Overview**

Summarize the product's background, context, purposes, and objectives, and indicate the primary and secondary audience.

Mormon.org is the primary online global voice of the The Church of Jesus Christ of Latter-day Saints to the world at large. The site is designed to introduce nonmembers to the basic doctrines of the restored gospel, introduce them to the Church, and to generate teaching opportunities for full-time missionaries online and in person. It has multiple touch points, such as social media, and is available in diverse languages and locales, on numerous devices and platforms.

Define what success looks like for this product. Indicate any deliverables or assets that will be produced as a result (e.g., website, social media account, and so on).

Success of the product will be accomplished when the "gospel shall be preached unto every nation, and kindred, and tongue, and people" (D&C 133:37) providing regular in-person and online teaching opportunities for full-time missionaries.

Mormon.org product is a suite of projects consisting of: a global website; localized websites (i.e. mormon.org.uk, mormon.org.mx, etc.); blog; Search engine optimization, social media accounts, video portraits, advertisements, research and discovery, development and support of the projects, and printed promotional materials.

**Key Message**

What is the key message of this product? Describe what you want people to know, feel, or do as a result of using this product. Also describe the tone and feel of the product.

Mormon.org teaches visitors that the Lord restored His gospel, authority, and Church which is The Church of Jesus Christ of Latter-day Saints; that it will bless their lives now and throughout eternity. This message will be told in a dignified manner through text, video, audio, and other interactive mediums to accurately and effectively touch people and encourage them to learn for themselves the truthfulness of the gospel, and to then act upon those feelings.

List any related Church products that have a similar purpose.

None

Types of content and deliverables (check all that apply, and include a description)

- Doctrinal study (scripture, prophetic word, etc): \_\_\_\_\_
- Support (training, information, etc.): \_\_\_\_\_
- Inspiration (simplified, bite-size doctrine): \_\_\_\_\_

**Key Milestones**

List key product milestones, including approval dates, launch dates, and so on.

Mormon.org 5.0 will be released in mid-2015. Approval will be given by Correlation Evaluation/VIO/IP, MEC, and CSC. Approval dates will be provided when they are received, and before any public launch.

**Cost Estimates**

Content development cost for the current year \$ 5,393,600.00	Maintenance cost for the current year \$ 674,200.00	Hard cost for the current year \$ 674,200.00
Content development cost for future years \$ 5,393,600.00	Maintenance cost for future years \$ 674,200.00	Hard cost for future years \$ 674,200.00
Estimated product cost for five years \$ 33,710,000.00		

**Product Plan—continued**

**Executive Summary**

**Medium**

In what other ways could this content be delivered in the future? Check yes for ways it *could* possibly be delivered and no for ways it absolutely *could not* be delivered. Select all that apply.

DVD <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	ePub <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	Exhibit <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	Kiosk <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	Manual <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	Mobile app <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
Presentation <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	Social media account <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	Video (animated or live) <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	Web app <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	Website <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	

Other (specify)

Printed promotional materials (i.e. pass-along cards, out of home ads, print ads, etc.)

**Delivery Channels**

Indicate possible channels through which the product will be delivered (select all that apply)

- Broadcast
- Deseret Book
- Distribution Center
- Ensign, Friend, or New Era*
- FamilySearch.org
- General conference
- Gospel Library
- Kiosk, exhibit, or visitors' center
- LDS.org
- Learning Management System (LMS)
- Liahona*
- Mobile
- Mormon.org
- Mormon Channel
- Other: \_\_\_\_\_
- Newsroom
- Seminaries and Institutes of Religion website
- Social media
- Theater (small or large)

**Content and Message Plan**

**Translation**

This product will be translated into multiple languages

No  Yes (specify below):

Introductory Phase  Phase 1  Phase 2A  Phase 2B

Other languages (list): **Align language priorities with online nonmember audience, not necessarily Church phases.**

Translation details

- Dubbing
- World report dubbing
- Closed captions
- Subtitles

**Audience**

How many people do you expect to reach with this product?

Tens of millions unique individuals in their native language.

Audience demographics (check all that apply)

- General Church membership
- Nonmembers
- Inactive members
- Internal, operational use only
- Opinion leaders

Age demographics (if applicable)

- Adults (ages 30+)
- Young adults (ages 18–30)
- Primary children (ages 3–12)
- Youth (ages 12–18)

Segment A  Segment B  Segment C  Segment D  Segment E

Other (specify): **Also specifically reaching identified audience segments: Parallel Parishioners and Church Averse Believers.**

**Target Audience Motivators**

Describe current audience perceptions, attitudes, and behaviors as they relate to this product.

Audiences say they can easily consume the product and understand the basics of the Church. Research tells us that nonmembers in our target segments are now more likely to consider joining the Church than they were four years ago. Our efforts will continue to refine and improve the product with more encouragement for visitors to engage with full-time missionaries online and in person.

Who will conduct any additional audience research?

- RID, and third-party research firms, as follows, but not limited to:
- BonCom
- Blink
- Hall & Partners.

**Awareness Plan**

Describe how the audience will become informed about your product, along with any potential challenges in spreading awareness.

Nonmembers will be made aware of the product and projects through advertisements, search engine optimization, social media postings, missionary and member efforts, and word of mouth.

Members will be made aware of the product and projects through Church announcements, advertisements, search engine optimization, social media postings, missionary and member efforts, and word of mouth.

**Product Plan—continued**

**Evaluation Plan**

Describe how you will evaluate the effectiveness of your product, including metrics and other data you will collect.

Daily: web analytics, to include visitor behavior; visitor chat volume; visitor referral data  
Annually: Research and evaluation of products

Indicate how frequently these measurements will be reported and to whom they will be reported.

Daily data will be reported weekly, monthly, and ad hoc to the Missionary Department leadership, and shared with CSC on a regular basis. As research data becomes available it will be reported to Missionary Department leadership and shared with CSC.

**Maintenance Plan**

Describe the ongoing maintenance needs for the product.

Support and maintenance will be required throughout the products' life to ensure availability of the experience to visitors. This maintenance and support will include, but not be limited to: servers, code, databases, web services, we applications, and content.

Indicate how often this content will need to be revised or updated.

Many of the products will be updated daily (i.e. social media accounts, member profiles), some weekly (i.e. blog), some on an as needed basis (i.e. lesson pages).

Indicate how stakeholders will be notified of changes.

Stake holders will be notified through presentations at CSC and other committee meetings and through general notifications when new activities have occurred.

Describe the product's retirement plan.

At present we foresee no retirement of this product. This product will be a key in hastening the work until the Lord's coming.

**Help Plan**

Describe how the audience will get help using your product

If the audience needs help, they will be encouraged through simple and clear avenues to contact full-time missionaries, volunteers, and staff who will provide the needed assistance.

Describe who will be primarily responsible for maintaining any help content

MTC response staff, MTC full-time online missionaries, MTC teachers, other staff as needed.

Will this product be supported by the GSC?

Yes  No

**Product Plan—continued**

**Flexibility Matrix** Check only one box in each row and column.

	High flexibility	Medium flexibility	Low flexibility
Resources (budget)	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Scope (feature set)	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Schedule	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

**International Considerations**

Is this product intended for an international audience?

Yes  No

\*If yes, in what international areas will this product be distributed?

- |  |   |   |   |   |
|--|---|---|---|---|
| <input checked="" type="checkbox"/> Africa Southeast         | <input checked="" type="checkbox"/> Africa West     | <input checked="" type="checkbox"/> Asia        | <input checked="" type="checkbox"/> Asia North          | <input checked="" type="checkbox"/> Brazil                  |
| <input checked="" type="checkbox"/> Caribbean                | <input checked="" type="checkbox"/> Central America | <input checked="" type="checkbox"/> Europe      | <input checked="" type="checkbox"/> Europe East         | <input checked="" type="checkbox"/> Mexico                  |
| <input checked="" type="checkbox"/> Middle East Africa North | <input checked="" type="checkbox"/> Pacific         | <input checked="" type="checkbox"/> Philippines | <input checked="" type="checkbox"/> South America South | <input checked="" type="checkbox"/> South America Northwest |

**Sponsoring Department Approval**

Signature of sponsoring department managing director



Date

11/18/14

**Correlation Approval**

Signature of Director of Correlation Evaluation

Date

**CSC Approval**

CSC minute entry number

Date

**Area Requests** For Area Requests Only

Signature of Publishing Services Manager

Date

Signature of Correlation Intellectual Property Office reviewer

Date

CSC minute entry number

Date