

DEVELOPER BUILD BRIEF

Equipped for Life Ministry – Mobile App

Prepared for

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Prepared by

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Client

Equipped for Life Ministry (point of contact: Alex)

Objective

Define MVP scope to produce a client-facing roadmap with timeline and budget implications

1. Client & Operating Context

Men's ministry operates as a "church with no walls," built around Bible studies with a broad surface of recurring events and activities. The client is rebuilding the ministry website in parallel and will provide the homepage as a reference for desired functionality.

Operating Cadence (drives the events and notification engine)

Four in-person Bible studies per week, plus one online Zoom study

Recurring events: Thursday hangouts, movie nights, Saturday family nights (twice monthly), every-other-Thursday and monthly gatherings

Men's retreats twice per year (three-day, with a sign-up and registration process)

Additional groups: fasting groups, discipleship groups, Friday prayer group, baptisms, volunteer opportunities

Core Problem

Communication is fragmented across multiple iMessage threads, WhatsApp groups (general and fasting), Facebook, a newsletter, and a third-party SMS tool for daily blasts. There is no single source of truth. Leadership has independently identified comms consolidation as a top operational pain point.

2. Strategic Frame

The wedge is communication consolidation, not feature breadth. The app wins by becoming the single place members must open to know what is happening, allowing leadership to enforce a "it's in the app" standard.

Distribution is not a risk. The ministry has a captive audience of roughly 150 engaged men and can drive adoption top-down. The primary risk is experience quality: members benchmark against WhatsApp, Facebook, and TeamSnap. If the app feels buggy or unpolished on first use, adoption fails. UI/UX quality is the make-or-break variable and should be scoped accordingly.

Client-stated success metric: 50-100 active users out of approximately 150 engaged members.

3. MVP Scope – Three Modules

Alignment was reached on three modules for the initial release. All other functionality is deferred to later phases.

Priority

Module

Core Scope

P1

Communication

In-app group messaging and threads; push notification infrastructure; comment threads on events and lessons

P2

Events & Scheduling

Calendar; event detail (time, location, map link); RSVP (Going / Maybe / No); attendance visibility and roster; retreat registration

P3

User Profiles

Photo, date of birth, contact info; powers birthday automation and member directory

Module 1 – Communication (highest priority)

In-app group messaging and threads, replacing fragmented WhatsApp and iMessage channels

Notification infrastructure: study reminders (e.g., reminder at 7pm on study

days), event changes, and birthday alerts

Comment threads attached to events and lesson content

Engagement layer: client wants notification personality – playful, encouraging nudges in the spirit of Duolingo retention mechanics. Treat as a distinct UX layer above the core notification plumbing and scope separately.

Module 2 – Events & Scheduling

Benchmark: TeamSnap. The client referenced it directly as the target for calendar and availability functionality.

Calendar supporting both recurring and one-off events, with event detail, location, and map navigation

RSVP states (Going / Maybe / No) with visible attendance counts and a who-is-coming roster

Retreat sign-up and registration flow contained in the app

Module 3 – User Profiles

Member profile with photo, date of birth, and contact information

Drives automated birthday notifications and a directory that replaces manual contact sharing

4. Deferred – Post-MVP Phases

Documented here so architecture can account for them without building them into v1.

Devotionals / Bible App: v1 is a link-out to existing Bible App plans, not custom content. Build an in-app “join the plan” prompt that routes an approval request to the designated administrator. Custom internally authored plans are a later phase.

Prayer requests: discreet member submission with an admin-side view.

Job board: member-posted opportunities. Client wants this; explicitly future.

Content archive: lesson plans and photo storage.

Gamification: attendance scoring, badges, and streaks.