Is this a mobile ministry activity?

Frame the Mobile Ministry Project

- Personal/Moment
- Education/Discipleship
- Media
- Analytics/Marketing/Development
- Missions/Evangelism
- Spiritual/Theological/Psychological

Identify Mobile Ministry Activity Focus

- Devices
- Services
- Experiences

Establish the Three Pillars

- Set Single Goal
- Determine Goal-Defeating Issues
- Determine/Designate Resources

Design and Test

- Build Prototypes
- Test Prototypes
- Begin Support/Training Dev
- Begin Marking/Media Materials
- Reevaluate Feature Priorities
- Setup/Staging for Production Envir.

Implement

- Release
- Training
- Marketing/Media Outreach
- Begin Reporting Intervals

Support, Report, Reinitialize

- Iterate Marketing/Media Outreach
- Manage Support Queues
- Collect/Organize Feature Requests
- Summarize Reporting (Trends)
- Reinitialize for Next Version

The Mobile Ministry Methodology is a framework designed to assist individuals, ministries, and organizations determine the value, prospects, process, and successes of mobile ministry projects. Derived from SDLC methodologies, this framework is designed to keep the a singular goal in perspective despite tendencies for scope creep.