Looking at the calendar, we have 10 weeks between us and April 24th. What if we were to set a target on the wall for April 29th as a ‘release’ date for our church? With that in mind, I believe our game plan could be as follows

***R O A D  M A P***

1. **Feb 19** | Settle on the scope of MercyMobile 1.0
   * Build out use case response
2. **March 5** | Acquire web development assistance
   * Begin front and back end development
3. **March 19**| Meet with Adrian Hummel regarding application improvement/needs & marketing
4. **April 16**| Soft launch among 100 selected participants at Mercy
5. **April 29**| Full launch of MercyMobile 1.0

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***D E V E L O P M E N T***

**Back End Development**

* User-friendly platform for addition of new resources and data
* Automated database of entries, RSVP’s, etc.
* Set responsibilities for information received
  + Who takes RSVP’s?
  + General questions not identifiable through site?
  + Prayer requests?

**Front End Development**

* Build simple site. Primary purpose: marketing
* App for addition of new resources and data?

**Use Cases**

* **Site Synthesis**
  + Format [mercycharlotte.com](https://nam01.safelinks.protection.outlook.com/?url=http%3A%2F%2Fmercycharlotte.com&data=02%7C01%7C%7Cd68a2287324f4cedaa1f08d5731af7bd%7C84df9e7fe9f640afb435aaaaaaaaaaaa%7C1%7C0%7C636541482012807814&sdata=poT%2FHWh%2FdXHh45s1nxqw6lYLl5keeqW3thyB5RWaF0s%3D&reserved=0) for Watson integration
  + Develop synthesis of information found on website
* **Subscription**
  + Mercy Sermons Podcast
  + Mercy Minute
  + Prayer
  + ICYMI
  + Blog Entries
* **Networking**
  + Tithing
  + Donations & Donation Requests
  + Desired Connections
    - I need to talk to a pastor
    - I want to connect with moms
    - I want to join a community group (synthesis issue?)

**Mediation**

* Set boundaries

Met with Charlie: Agreed to following:

1. Content components – dedicated endpoints for publishing specific content like
   1. ICYMI
   2. Sermon podcast
   3. Mercy minute
   4. Worship songs
   5. Microapps --- i.e. like an add with animation – banner – cool effects for events with link to register
2. Tithing – link to a page to give?
3. Various agents
   1. Register to platform
   2. Unregister from platform
   3. FAQ (unauthenticated services – anonymous -- handles most content distribution like above --)
   4. Authenticate
   5. Register to event (starting point, member night etc)
   6. Unregister to event
   7. Donation (time and physical goods)
   8. Donation request
   9. Subscribe to content components -- need a chron agent to wake up with an event and send bulk sms to subscribers
   10. Unsubscribe to content components
   11. SalesAgent – se marketing site description
4. Administration and Management
   1. Analytics
   2. Web registration
   3. Docs on the convention of building and deploying microapps
   4. Agents and skills marketplace (pay by the outcome .. posting requisitions)
   5. Marketing site
      1. Web page
      2. Video content
      3. Whitepapers
      4. Value props etc
      5. Pricing
      6. SalesAgent available through widget and sms
         1. Site tour and explanation
         2. etc
5. Business model
   1. Solutions
   2. Pricing models
   3. Web side – microapps
   4. Platform (engine)
   5. Data model and storage (privacy, authentication)
   6. Agents and skills (public and custom, microservices and api access to web and other data)
   7. Design, build and hosting services
   8. Docs
   9. User collateral
   10. Training