RX 2026 · PRODUCT THINKING FOR ROCK

Rock Project Pre-Flight Scorecard

WHEN TO USE IT

Required for any new workflow, any change to check-in, or any new Person attribute. For smaller requests, use the pocket guide on the back. Fill it out together, ministry owner and Rock admin, in about 15 minutes. Never send it as homework.

Project / Initiative Name _____

Ministry Problem Owner (Ministry Lead) _____

Technical Solution Owner (Rock Admin/Dev) _____

1 Define the Problem — NO ROCK TALK ALLOWED

The Golden Rule: You are not allowed to mention buttons, workflows, checkboxes, forms, or reports in this section. Describe the *human friction* or *ministry bottleneck*.

What specific ministry friction are we trying to eliminate?

e.g., "Small group leaders take two weeks to contact newcomers because they don't know someone signed up until Sunday."

_____

Who is the primary user touching this interface?

- ☐ First-Time Guest
- ☐ Regular Attendee
- ☐ Weekend Volunteer (Lobby/Classroom)
- ☐ Ministry Staff (Desk/Admin)
- ☐ _____

What is their real-world environment when using it?

e.g., "Holding a squirming toddler in a noisy hallway on a 5-inch phone screen" vs. "Sitting at a desk on two monitors."

_____

2 The 4 Big Risks Check

Both leaders review and rate their confidence on each risk from 1 (High Risk / Unclear) to 5 (Low Risk / Confident).

RISK CATEGORY	KEY QUESTION	CONFIDENCE (1–5)	ACTION REQUIRED BEFORE BUILD
1. Value Risk Will they use it?	Does this solve a problem the user *actually cares about*, or will they ignore it after week two?	1 2 3 4 5	
2. Usability Risk Can they figure it out?	Can our least tech-savvy user complete this task in under a minute with zero training?	1 2 3 4 5	
3. Feasibility Risk Can we build & maintain it?	Do we have the Rock skills to create and maintain this? What does this write to the person record, and which other ministries read that data?	1 2 3 4 5	
4. Viability Risk Does it fit our mission?	Does this digital automation unintentionally replace a human connection or personal pastoral touch?	1 2 3 4 5	

Rule of Thumb: If any score is **below 3**, pause. Do not build until you run a discovery test.

3 Discovery Before Delivery

What is the fastest, cheapest way to test the premise without building something new?

The Low-Fidelity Test (Select One)

- ☐ Run the process manually on paper or in a spreadsheet for two weeks.
- ☐ Shadow 3 volunteers doing the current process to spot the real bottleneck.
- ☐ Sketch the form fields on a whiteboard and test it on someone outside this ministry.

Test Hypothesis: *"If we test this manually with* _____ *people, we expect to see* _____ *."*

4 Outcome vs. Output — DEFINING SUCCESS

The Output
What gets built
e.g., "A 4-step workflow that triggers an SMS reminder and creates a connection request."
_____

The Ministry Outcome
What actually improves
e.g., "Average time from signup to first personal contact drops from 8 days to under 24 hours within 30 days of launch."
_____

The Retirement
What this replaces or removes
e.g., "Replaces the paper connection card and retires the old newcomer follow-up workflow."
_____

Target Launch Date _____ **Review Date** (30 Days Post-Launch) _____

If the outcome metric is not moving by the review date, the build is improved or inactivated, not left running indefinitely.

Pocket guide on the back →

THE POCKET GUIDE

The "Order to Problem" Translation Pocket Guide

Keep this quick reference nearby when field requests start coming in hot.

WHEN THE MINISTRY REQUEST SOUNDS LIKE…	WHAT THE "ORDER TAKER" DOES	WHAT THE "PROBLEM SOLVER" ASKS INSTEAD
"Can you add one more question to check-in?"	Adds the question; two years later, check-in takes 90 seconds per family.	**"What can we remove to make room for it, so check-in stays under a minute?"**
"Just add a new attribute to the family profile."	Adds the attribute; ends up with 400 abandoned fields.	**"What specific decision or follow-up action will staff take based on that data?"**
"We need a custom Rock workflow for this event."	Spends 15 hours configuring logic for a 12-person meeting.	**"What is the core bottleneck you're experiencing with standard Event Registration?"**
"Can you build a dashboard that tracks everything?"	Builds 18 metric tiles that no pastor ever opens again.	**"What is the single number you need to look at on Monday morning to make a ministry decision?"**
"We need to send an email blast to everyone in Rock."	Schedules the broadcast to 14,000 people.	**"Who is the specific audience that needs to act on this, and what do we want them to do next?"**

Make this scorecard your own

Scan to copy the editable Google Doc into your Drive, then adapt the questions, examples and triggers to fit your church.

Opens a "Make a copy" page.
Requires a Google sign-in.

From Feature Factory to Problem Solver

Product Thinking for RockRMS · RX 2026

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Four Big Risks adapted from Marty Cagan, *Inspired* (SVPG)