

Waypoint Testing & Review Guide

See Your Dashboard Through a Member's Eyes

You've spent time building your Waypoint dashboard—now it's time to experience it like a member.

For this stage, we want you to **think like someone who has never seen your dashboard before**. Imagine you just opened your church's app for the first time. You're excited, curious, and **clicking on everything**.

That means your job during testing is simple:

Click everything. Read everything. Test every link. Look at everything.

Don't assume something works because it *should* work. Test it from the member's perspective and make sure every part of the experience leads somewhere useful.

A Great Way to Experience Different Member Dashboards

A great way to do this is by using the **search bar in Waypoint** to look up two or three different individuals. This allows you to see the dashboard through the eyes of different types of members and test the personalized experience they will actually have.

We recommend looking up:

- **A young adult with no kids**
- **Someone who is married with kids**
- **Someone who is now an empty nester**

As you view each person's dashboard, you'll get a better picture of the different experiences your members may have. Take time to click through each dashboard and make sure the content, badges, messages, and next steps make sense for that individual.

Don't just test one person's dashboard. What appears for one member may be different from what appears for another based on their information and engagement. Testing multiple people gives you a much better depiction of what your members will actually experience.

Use the guide below to review your dashboard before launch.

1. Badges

Badges help members discover and take their next steps. Each badge should make it immediately clear **what the next step is and how to take it**.

- ☐ Does every badge have a clear **headline**?
- ☐ Does every badge have helpful **copy**?
- ☐ Does every badge have a **CTA**?
- ☐ Is the CTA clear and easy to understand?
- ☐ Does the CTA take members to the **quickest and most direct way** to take that next step?
- ☐ Click every badge and CTA to make sure the link goes where it should.
- ☐ Ask yourself: *If I were a member seeing this for the first time, would I know exactly what to do next?*

Remember: The goal isn't simply to tell members about a next step. The goal is to make taking that next step as easy as possible.

2. For You Section

The For You section is an opportunity to communicate with members throughout the week. Your dashboard should feel helpful, relevant, and engaging—not repetitive.

Review Each Message

- ☐ Does every message have a clear **headline**?
- ☐ Does every message have helpful **copy**?
- ☐ Does every message have a **CTA**?
- ☐ Does the CTA take members somewhere useful?
- ☐ Click every CTA to make sure it works and goes to the correct destination.

CTAs are especially important here. Without a CTA, members may know something is happening but have no clear way to respond or take action.

Look at Your Variety

Your For You section should include a healthy mix of messages that:

- **Celebrate** — celebrate what God is doing and what members are accomplishing.
- **Inform** — help members know what's happening and what they need to know.

- **Inspire** — encourage members in their faith and invite them toward engagement.

- ☐ Do you have a good variety of message types?
- ☐ Is your dashboard more than just a collection of next-step messages?
- ☐ Is your dashboard more than just celebratory messages?
- ☐ Would a member find the content helpful and relevant throughout the week?

Review Your Imagery

Images have a big impact on how your dashboard feels.

- ☐ Do your images look clear and professional?
- ☐ Are images cropped correctly?
- ☐ Is anything important cut off?
- ☐ Do images look good on the dashboard?
- ☐ Where possible, have you replaced generic stock photography with **photos from your church**?

Tip: Church-specific photography often makes messages feel more authentic and relevant to your members.

3. News & Events

This section should help members quickly discover what's happening at your church.

- ☐ Does every message have a clear **headline**?
- ☐ Does every message have helpful **copy**?
- ☐ Does every message have a **CTA**?
- ☐ Does every CTA work?
- ☐ Does each CTA take members to the correct event, registration, or information?
- ☐ Does this section reflect the **events happening at your church around the time of launch**?
- ☐ Are there outdated events or information that should be removed?

Ask yourself:

If I opened the app today, would this section tell me what's actually happening at my church right now?

4. My Information

Your members should have an easy way to keep their information up to date.

- ☐ Click **Edit Profile**.
- ☐ Does it take you to the correct form?
- ☐ Is this the form members should use to update their profile?
- ☐ Does the form work correctly?

Don't just check that the button exists—**click it and test the entire experience**.

5. Quick Links

Quick Links should give members easy access to resources they regularly need.

Consider including resources such as:

- Past sermons
 - Prayer requests
 - Contact Us
 - Events calendar
 - Church resources
 - Other frequently accessed destinations
- ☐ Are your most frequently accessed resources represented?
 - ☐ Does every Quick Link work?
 - ☐ Does every link go to the correct destination?
 - ☐ Are there any links that are no longer relevant?
 - ☐ Are any Quick Links duplicating something already easily accessible elsewhere?

Keep Next Steps in the Right Place

Your **next steps are already featured prominently through badges and their CTAs**.

You don't need to duplicate those same next steps in Quick Links.

Instead, use Quick Links for resources members may want to access regularly.

6. Visual & Brand Review

Now step back from the content and look at the dashboard as a whole.

Have a few people from your team review the app—not just the person who built it.

- ☐ Does the dashboard look and feel like your church?
- ☐ Does it align with your church's branding guide?
- ☐ Are fonts, colors, imagery, and styling consistent with your brand?
- ☐ Does anything feel out of place?
- ☐ Is anything difficult to read?
- ☐ Does anything look crowded or visually inconsistent?
- ☐ Have you adjusted anything that doesn't feel on-brand in your **Design & Styling** settings?

Tip: Fresh eyes are valuable. Someone who didn't build the dashboard may notice things you no longer see.

7. Test the Experience From Beginning to End

Now it's time for the most important part:

Pretend You're a Brand-New Member.

Open the app and interact with it like you've never seen it before.

Click on everything.

- ☐ Click every badge.
- ☐ Click every CTA.
- ☐ Click every For You message.
- ☐ Click every News & Events message.
- ☐ Click every Quick Link.
- ☐ Click Edit Profile.
- ☐ Test registration links.
- ☐ Test resource links.
- ☐ Test external links.
- ☐ Look at every image.
- ☐ Check for outdated information.
- ☐ Check for typos or confusing copy.
- ☐ Make sure every action takes you where you expect it to go.

As you test, ask yourself:

“If I were a member, would I know what to do next?”

“If I clicked this, would I end up exactly where I expected?”

“Is there anything that could confuse me or make me stop?”

Your goal is to remove as much friction as possible **before your members ever see it.**

8. Look at the Bigger Picture: Your Entire App

Your Waypoint dashboard will become the **homepage of your mobile app**, so it's important to look beyond the dashboard itself.

Review the other tabs in your app and make sure you aren't duplicating content or creating unnecessary confusion.

Your app should have clear purposes for each tab.

A Recommended App Structure

Home / Dashboard

Your central hub for personalized content, next steps, celebrations, information, and engagement.

Media

Sermons, messages, podcasts, or other media content.

Give

A dedicated place for giving.

Bible

Your Bible resource, if included with your app provider.

Resources

Optional space for additional resources members may regularly access.

Avoid Duplicating Next Steps

Your dashboard is designed to surface next steps through badges and CTAs.

- ☐ Are your next steps primarily being surfaced through the dashboard?
- ☐ Have you removed duplicate next-step content from other tabs?
- ☐ Does each tab have a clear purpose?

- ☐ Are members able to quickly understand where to go for different types of content?

The goal is a simple, intentional app experience—not multiple places competing for the member’s attention.

The one next step we recommend repeating outside of the dashboard is **Give**, since giving is an ongoing action members may want to access easily.

Final Test: The “Click-Happy Member”

Before you’re ready to launch, find someone on your team who has **not been heavily involved in building the dashboard**.

Give them one assignment:

“Open the app and click on everything.”

Don’t explain where things go. Don’t tell them what something is supposed to do.

Just watch.

Notice where they:

- Get confused
- Hesitate
- Click the wrong thing
- Can’t find what they’re looking for
- Encounter a broken link
- See outdated information
- Don’t understand what to do next

Then fix those things.

You’re Ready When...

- ☐ Every badge has clear content and a working CTA.
- ☐ Every For You message has clear content and a working CTA.
- ☐ Your For You section has a healthy variety of content.
- ☐ Your imagery is high-quality, correctly cropped, and representative of your church.
- ☐ News & Events reflects what’s happening around launch.
- ☐ Every link has been clicked and tested.

- ☐ Edit Profile goes to the correct destination.
- ☐ Quick Links are useful and intentional.
- ☐ Your dashboard looks and feels on-brand.
- ☐ Your other app tabs complement the dashboard rather than duplicate it.
- ☐ Someone unfamiliar with the dashboard has tested the experience.

The Standard

Don't test it based on what you know it is supposed to do. Test it based on what a member will actually experience.

If you click it, it should work.

If you read it, it should make sense.

If there's a next step, it should be obvious.

If there's a CTA, it should take you exactly where you expect to go.

Test it like a member. Launch it with confidence.