

RFP/01/2020

RFP for Mobile Application

Local Development Research Institute (LDRI), an action-oriented think tank that supports African countries in their efforts to end hunger, poverty and inequality in Africa.

We are currently accepting RFPs for a native mobile application solution for one of our ongoing projects.

Purpose of the Application

The mobile application will need to handle user registration, data collection and dissemination of information to the various users. The design of the application will resemble the brand and design elements of the programme. The application needs to include functionality like user registration, capturing of data, video streaming, social sharing capability, user authentication, and other new enhancements for the mobile user.

Project Summary/Purpose

Summary of Business Problem

LDRI is currently using a USSD application. There following are some of the challenges of the current application:

1. Character Limit: There are only 140 characters per USSD page allowed which translates to approximately one question and 6 options for the user to choose from.
2. USSD sessions terminate at 180sec whether you have completed a task or not.
3. Character Limit: There are only 140 characters per USSD page allowed
4. Session Costs: Check call is billed by the Mobile Network Operator.
5. USSD interaction is through alphanumeric keypads. Inputting text can be erroneous and time consuming.

Solutions Considered

The solution **should not** be a responsive website solution. Native development is preferred, but hybrid cross platform development will also be considered.

Operating Systems (OS) & Devices

The mobile app solution will be developed for Native Android application first.

Goals & Ideal Outcome

The mobile app solution should provide the following:

- A user friendly design with a focus on ease of use for finding (search feature), downloading, sharing and watching/playing videos
- User registration and login functionality must sync with the web API
- Users should be able to watch videos through the app
- New users should be able to sign up for an account to access the information to be disseminated to the various users.
- The mobile app should have push notification capabilities to send notifications to the app users
- The mobile app should easily integrate with social platforms such as Facebook, Twitter, Instagram, Pinterest, etc. And the mobile app should promote social engagement.
- There will be other ideas that may be added to the mobile application. Please be sure to include creative ideas that your solution could provide as options.

Integration

The mobile application must interface with a web application API backend to access existing data.

Target Mobile App Timeline

15th August, 2020 or before

Decision Criteria

Past performance (published application examples **only**), references, budget, final price, location

Submission and Awarding Timeline Information

- July 10th - Initial RFP Distribution
- Final day to submit questions - July 21st
- Response to questions - July 24th
- Final day to submit RFP Response - July 27th
- Top proposals selected for interview phase - August 1st
- Final selection made - August 7th
- Project Start with Kick off meeting on August 12th

Responses and questions should be submitted to the following email address procurement@developlocal.org. Use pdf file format for proposal submissions.

Mobile Agency Background & Capabilities

Summary/History

How did your company start, who makes up the team, and what is the team's background?
What is the mission of the company?

Differentiators

How does your company differentiate itself from competitors?

Portfolio

Please summarize your company's top mobile projects, the problem that was being solved, and provide a link to each (only submit mobile projects that are publicly available).

Awards

Please summarize your company's top awards and/or provide examples of thought leadership in the space.

Design Capabilities

1. How many full time employees make up the design team? Part time? Freelancers? Subcontractors? What design tools are they familiar with and use regularly?

2. Where are all the above employees and freelancers/subcontractors located? Will any work be done overseas or by contractors/freelancers? Do any employees work remotely? If so, how many? Are the designers and developers in the same office?
3. Will LDRI be able to interface directly with the Design team?
4. Please discuss the design team, make sure to only include team members that will be assigned to the LDRI mobile app project.
5. Please include at least one example of where the mobile app design differentiated between a phone and tablet version of an app?
6. Please include at least one example of where a mobile app design substantially differentiated mobile experiences among iOS, Android, and Windows?

Development Capabilities

1. How many full time employees make up the development team? Part time? Freelancers? Subcontractors? What operating systems and development tools are they familiar with and use regularly?
2. Where are all the above employees and freelancers/subcontractors located? Will any work be done overseas or by contractors/freelancers? Do any employees work remotely? If so, how many?
3. What backend/DevOps capabilities do you have? What languages/frameworks do you use?
4. Please discuss the development team. Make sure to only include team members that will be assigned to the LDRI mobile app project.
5. What approaches does your company use to ensure high quality software, free of malicious code?
6. How does your company manage the use of open source or other libraries that could compromise the IP of the final product?
7. How is code security ensured by your company? How are client materials and proprietary information (e.g., client list, sales data) handled and safeguarded by your company?

QA Process

1. How many full time team members will be involved in the QA process? Part time? Freelancers? Subcontractors?
2. Where will these team members be located? Will any work be done overseas or by contractors/freelancers? Do any employees work remotely? If so, how many?
3. Will we be able to interface directly with the QA team? Please summarize a typical QA process from start to finish.
4. How will LDRI interface with the QA team on a day-to-day basis?

Project Related Information

Project Approach

Please summarize your company's approach to the project, and what areas of the project will have major variables/risks that will drive success/failure. Please summarize the typical mobile app design and development process from start to finish, including what deliverables are provided along the way. What will drive consumer adoption and use? How can those risks best be managed on LDRI side and the mobile app development side?

Project Timeline/Budgets

1. Please propose a timeline for this project. Please propose a budget.
2. Please include an approach to ongoing updates and optimizations. What update frequency would you suggest?
3. How will updates be handled?
4. How will emergency fixes be addressed (e.g. a crash caused by a change to a feed source or API)?

Measuring, Monitoring and Ongoing App Improvement / Management

1. How will the mobile app's analytical information be monitored/measured for success and ongoing improvements?
2. What metrics will/should be measured? How will the analytics/reviews/etc. be used to drive continuous improvement?
3. What should the budget be for ongoing analytical data review and implementation of resulting improvements?
4. What tools would be used to monitor and capture analytical information and measure important mobile app statistics?
5. Please give two examples of similar projects where the mobile app's analytical and statistical information was captured and used to improve the mobile apps performance.

Project Concept & Recommendations:

What is most appealing about LDRI mobile app concept? What areas of the mobile app concept invoke concern? How should these concerns be addressed? Should the solution be natively programmed or should it be a hybrid solution and why? Discuss recommendations for future enhancements that should be made to the LDRI mobile app, and why they should be performed?

Past Performance

Please describe at least three mobile applications your company has designed and developed that include substantially similar functionality to this project. Please describe the problem, the approach taken, and the outcome. Please provide examples (only submit mobile projects that are publicly available).

Please provide an example of previous work for each major functionality of the project. If such examples do not exist, please explain how your company's plans to develop such major functionality.

References

Please provide three references of similar projects. These references will be contacted, but the interviews will be limited to 10 minutes.