

RFP for Mobile Application

Image In A Box (IIAB) is currently accepting RFPs for a native mobile application solution for one of our clients. The client is Studio SWEAT onDemand (SSoD) and their website is: www.studiosweatondemand.com. SSoD is **not** to be directly contacted. In doing so, your company's RFP will be ignored. All communication regarding this RFP will be handled by IIAB. The future team will be working directly with SSoD and IIAB.

Purpose of the Application

The mobile application will be another source of revenue and lead generation for SSoD. The design of the application will resemble the brand and design elements of the website. The application needs to include the current website functionality like shopping cart functionality, subscription capability, video downloading and watching capability, social sharing capability, user authentication, and other new enhancements for the mobile user.

Project Summary/Purpose

Summary of Business Problem

SSoD is currently missing the mobile market as well as limiting its convenience for its current customer base by not having a Mobile Application. The website is fully responsive and works great on mobile device, but SSoD would like to add enhanced functionality, engagement, and ease of use for its mobile users. SSoD is seeking a mobile application solution that will work with the SSoD website while providing added mobile-only features.

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 iOS and Android applications first, with the options to develop Amazon and/or Windows App later.

Stakeholders & Decision Makers

IIAB is leading the RFP research and filtering. SSoD is deciding budget and target timeline.

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), purchasing, downloading, sharing and watching/playing videos
- User registration and login functionality must sync with website through an WordPress/Woocommerce API
- Users should be able to watch class videos through the app
- Users should be able to purchase downloadable videos through the app and immediately download through the app to the user's mobile device
- New users should be able to sign up for a free trial and purchase subscription access to SSoD; these new users must be pushed to the SSoD website's user base
- Old users should be able login to their existing web accounts on the mobile app
- The mobile app should be capable of highlighting promotions that will be pushed from the website
- The mobile app should have push notification capabilities to send notifications that are TBD 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 WordPress/Woocommerce API backend on the SSoD website. The website should always be used for User and Cart sessions. Also, the mobile application should have Apple TV/Chromecast integration capability so that video content from the app can play on these kind of devices.

Target Mobile App Timeline

January 6th, 2015 or before

Budget

\$15k - \$20k

Decision Criteria

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

Submission and Awarding Timeline Information

- October 1 - Initial RFP Distribution
- Final day to submit questions - October 8 at 5pm Central
- Response to questions - October 13
- Final day to submit RFP Response - October 15 at 5pm Central
- Top 3 proposals selected for interview phase - October 20
- Interviews performed - October 21 - 23
- Final selection made - October 30
- Project Start with Kick off meeting on November 6 @ 12:00 pm PDT

Responses and questions should be submitted to the following email address rfp@studiosweatondemand.com. 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

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

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?

Will IIAB and SSoD be able to interface directly with the Design team?

Please discuss the design team, make sure to only include team members that will be assigned to the SSoD mobile app project.

Please include at least one example of where the mobile app design differentiated between a phone and tablet version of an app?

Please include at least one example of where a mobile app design substantially differentiated mobile experiences among iOS, Android, and Windows?

Development Capabilities

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?

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?

Will SSoD and IIAB be able to interface directly with the Development team?

What backend/DevOps capabilities do you have? What languages/frameworks do you use?

Please discuss the development team. Make sure to only include team members that will be assigned to the SSoD mobile app project.

What approaches does your company use to ensure high quality software, free of malicious code?

How does your company manage the use of open source or other libraries that could compromise the IP of the final product?

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

How many full time team members will be involved in the QA process? Part time? Freelancers? Subcontractors?

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?

Will we be able to interface directly with the QA team?

Please summarize a typical QA process from start to finish.

How will SSoD and IIAB 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 SSoD side and the mobile app development side?

Project Timeline/Budgets

Please propose a timeline for this project.

Please propose a budget.

Please include an approach to ongoing updates and optimizations.

What update frequency would you suggest?

How will updates be handled?

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

How will the mobile app's analytical information be monitored/measured for success and ongoing improvements?

What metrics will/should be measured? How will the analytics/reviews/etc. be used to drive continuous improvement?

What should the budget be for ongoing analytical data review and implementation of resulting improvements?

What tools would be used to monitor and capture analytical information and measure important mobile app statistics?

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 SSoD's 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 (Corona/PhoneGap) and why? Discuss recommendations for future enhancements that should be made to the SSoD 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.