



Request for Proposal for iOS App Development

1. Project Overview

The Hypatian Institute, Inc. seeks to complement and enhance our leadership education programming through a mobile application. This application will allow users to access content and complete milestones and goals. The app will require a paywall to deliver premium content via a subscription model. This application will serve leaders from all walks of life in small and mid-size organizations, appealing especially to women and people of color. We invite bidders to submit proposals for the design and development of this app.

2. Organization Background

Based in Alexandria, VA, the Hypatian Institute, Inc. is a 501c3 nonprofit business dedicated to building leadership skills for 21st Century communities. The Hypatian Institute combines conventional and innovative approaches to deliver leadership education and development that supports people of all persuasions in gaining knowledge, harnessing personal power and realizing their potential. It's our goal to help people understand the opportunities the world offers and that these opportunities are meant for them regardless of background or circumstance.

We address the unique needs of individuals and small organizations -- small to mid-size businesses, social entrepreneurs, associations, and nonprofits. Our model provides high quality leadership consultation to small organizations and professionals, and uses proceeds to support similar programs for youth in low access communities.

In the 21st Century, everyone can be a community leader and all people can know the power of their voices. At the same time, the shifts in our economy and the shrinking world in which we live demand a diversified leadership pool. The Hypatian Institute addresses the shift in leadership population, while using proceeds to support community-based enrichment and leadership programs for youth.

3. Project Goals and Target Audience

For our target audience, this app will answer the question "*How do I become a successful leader?*" through education, motivation and feedback in an appealing and easy-to-navigate interface.

Key performance indicators will include 30-day active users, revenue from premium content subscriptions, and high retention rates, with users opening and using the app day after day.

In a typical Use Case, a user will browse their feed of content, access relevant material, track their progress, and share, communicate and collaborate with other users. As on platforms like Facebook, users will be able to view and share content within the app. The app will incorporate "gamification" features that offer rewards and benefits for achieving goals, providing a concrete sense of accomplishment and useful feedback. It will also incorporate social share features that allow users to invite friends through social networks or email. The app and a portion of its content will be available free to download. Premium materials will be available for paid subscribers and/or those currently enrolled in a Hypatian Institute program.

The mobile application will bring leadership lessons from Hypatian Institute programming to populations that might not otherwise be aware of or have access to our services. In particular, women and people of color are more likely to have access to the Internet through their smart phones. Of U.S. adult women, 66% have a smartphone, with women of color more likely to have one than white women. Overall, 49% of Latinx and 56% of African Americans, as well as 91% of Asian Americans, own a smart phone, and for 13% of Latinx and 12% of African Americans their phone is their only option for connecting to the Internet. These devices enable online access for educational purposes, and 45% of Latinx smartphone users and 32% of African American smartphone users have taken an online class with their phones. Inexpensive and mobile-accessible tools like the Hypatian Institute application can bridge the knowledge gap to reach these populations.

Examples of end users include the following personas of busy potential users, which are not specific to gender:

Eddie	Lekesha	Jo
<ul style="list-style-type: none"> • Age 17 – 24 • College student • Possibly distinguishes himself or herself at work or in organizations • Juggling school, work and responsibilities • May have recently graduated from college • Ambitious, but needs to develop confidence and strategic approach to pursuing goals • Would be interested in the College Fellowship if schedule and/or parameters allowed • Lack of understanding of personal potential and how to identify opportunities • Capacity to analyze information is underdeveloped, and needs to work on awareness and critical thinking 	<ul style="list-style-type: none"> • Age 25 – 35 • Young professional • Emerging leader • Ambitiously striking a path to advancement, but may not be doing so effectively • Seeks or desires mentors and advisors • Sees others advance and is not sure why or what s/he is missing • Frustrated at the pace his/her superiors set • Is grounded in the millennial perception of the world, but learning the lessons of life • Still sees no limits • May be about to transition between jobs or other major life events • Entrepreneurial spirit • May not have developed critical thinking skills and social awareness 	<ul style="list-style-type: none"> • Age 36 – 50 • Established professional • Emerging or established leader • Has climbed the career ladder and seeks to achieve more senior or better paying positions for security • Looks for concepts that can be leveraged in career and company – practical and actionable • Wants to stay on top of developments in field/industry that impact performance and career • Life is more complicated, with children, partner(s) and/or aging parents • Focused on remaining relevant and maintain mature, professional image • Risk averse; has something to lose at this stage in life

4. Scope of Work and Deliverables

- Mobile App Features
 - Content (articles, video, audio, etc.) feed
 - Open and view article
 - Play video and audio
 - Accessibility settings: increase text size, zoom, invert colors

- Social share of content
 - Share content via link, email or text
 - Paywall should remain in place when sharing links to premium content
 - Ability to invite others to app
 - Push notification options: notify users of rewards, reminders, alerts, news and updates
 - Chart partial progress towards goal and complete achievement
 - Rewards progress and achievement (i.e., badges, etc.)
 - Share accomplishment/notification of reward
 - Account/Profile management (personal information)
 - Ability to edit/change profile
 - Contact us & report bug/feature request options
 - Donate button
 - App performance analytics available to Admin
 - In-app request to user to review application after first 30 days
 - Info screen for app with About Us, Terms of Use, and Privacy Policy
 - Database for content and user information
- Deliverables
 - Selected developer is expected to deliver the mobile application in the Apple App Store within (90 days) of receiving the work order
 - App will be compatible with Apple submission guidelines, including iOS Human Interface Guidelines and App Store Review Guidelines.
 - ASO (App Store Optimization): description for the app store will include clear targeting, keywords and brand affinity
 - Developer must provide: User Manual, Admin Manual, quality assurance and user acceptance alpha testing.
 - Application code
 - Source files for images
 - Deployment document
 - Development, with option for hosting and maintenance of the application for 1 year
 - Platform and Devices
 - iOS 7 and above
 - Display orientation: portrait
 - Display support iPhone 5 (640 x 1136), iPhone 7 (750 x 1334), iPad mini (1536 x 2048) and iPad air (1536 x 2048)
 - Android release at a later date
 - Visual Design
 - Application should be appealing, professional, and easy to navigate
 - Look and feel of the app should mesh well with the Hypatian Institute website and brand
 - Design/creatives/images to be provided by developer
 - Content Management System
 - To manage application content, user-friendly content management system features should be included

- Admin user able to create, publish, schedule, upload and delete content
- Users should also be able to upload links, images and files to group spaces
- Admin user will have User Management
- Admin user will have Push Notification Management
- Ability to sort and search data
- CMS protection using HTTPS

- Technical requirements
 - User accounts and membership management
 - Recurring charge to credit cards for subscriptions to premium content
 - Web integrations with social networks
 - Integration with Hypatian Institute website
 - The mobile app can alert the user to download the latest version when updates become available
 - Accessibility in compliance with Section 508 standards
 - Eventually, the application will support multi-lingual interface

- Intellectual Property Rights
 - Hypatian Institute to have copyright to app design & code
 - Content © Hypatian Institute, Inc.
 - Content shared on app © original source (TED Talk, etc.)
 - A feature should be included that requires users to provide source information of any outside content they upload

- Support & Training
 - Developer will provide app customization and upgrade
 - Developer will provide training to Hypatian Institute staff in content management

5. Timeline

Our goal is to launch this app before the end of 2017.

6. Principal Point of Contact

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7. Comparable and Competing Apps

This application will use techniques that have proven successful in physical fitness and coaching, motivation and productivity, and leadership apps while offering unique features and value.

8. Proposal Format, Timeline and Criteria for Selection

Send proposal as a PDF file to info@hypatianinstitute.org. Proposals will be considered until September 1, 2017.

Successful proposals will include:

- Evidence of capacity to not only start the project but complete it
 - Portfolio with 3 examples of similarly complex projects
 - Proposed timeline for development with milestones
 - Project budget by line item
 - Describe your project approach. What appear to be significant variables that could lead to failure or success? What are likely drivers of consumer adoption?
- Team information
 - Resumes and supplementary bios of team members who will work on this app
 - Information about full-time and part-time staff, subcontractors or freelancers involved with the team
 - Location of team
- Client references with email and phone number

Our selection criteria:

- Quality – 30%
- Budget – 25%
- Team – 25%
- Creativity – 10%
- Speed of delivery – 10%

9. Retainer

The Hypatian Institute is open to an ongoing retainer agreement for training, support, and updates. Please include retainer specifications in your proposal.



Answers To Mobile App RFP Questions

1. Is there an external milestone that is driving the end of 2017 timeline? Are you flexible on the schedule?

We'd like to launch the app as our 2018 College Fellows begin their program in January so that they can use it to read and see related material in one place. That said, we're mindful of the amount of work requested and are open to an alternate timeline as necessary or phased development. For instance, postponing the Facebook-style user interface for a future iteration. We'll depend upon the expertise of the app developer to help guide us.

2. Who creates the content, where is it currently stored and how will it be shared?

Content will be created by the Hypatian Institute and stored on the website or wherever storage is created for the app; and content will be curated, pulling from other sources (i.e., websites, YouTube, iTunes, etc.). In terms of the Institute sharing content, we will be pushing content to the users.

3. What is your expected budget range for this project?

There's no set budget at this time. The Institute is a start-up nonprofit and more details about us can be found on our website.

4. With a requested donation feature and paywalled content, do you have an existing online payment gateway setup?

At the moment, we're using PayPal to accept payments, but we'll change to a new system as necessary. Most of our membership payments and donations are currently via check.

5. Is there an existing workflow already in place for becoming a paid member?

There is a structure in place for participants, Members and Partners/Sponsors; not for mobile app subscribers.

6. Can you give more details about paid subscriptions?

Tentatively, subscriptions will be monthly, quarterly, semi-annually, and for the duration of the appropriate program for those using the app with a Hypatian program.

7. For paywall, will the users be subscribing to become a member within the app?

That is currently undetermined, but certainly worth considering.

8. Would you be okay with the fact that any past performance (at least as far as native iOS apps go) would be the work of our staff at other organizations prior to joining us?

Yes.

9. Will the content have specific formatting requirements?

That is currently undetermined.

10. Can you send us some sample content?

You're welcome to view content from our website and social media shares.

11. Is the CMS website going to be public and allow users to view content?

If you are asking about a CMS set up specifically for the app, it would not be available to non-subscribers.

12. When sharing content via app, will the users be taken to the same content on the website or will they open in app?

That is currently undetermined.

13. How does one earn reward or achievement? What are different badges available?

That is currently undetermined.

14. What personal information will be collected for user profiles?

Information necessary to identify unique visitors and collect payment, and to facilitate interaction and networking among the Institute and its subscribers.

16. How will the app be integrated with the Hypatian Institute website? Do you mean to set up the CMS at a subdomain such as portal.hypatianinstitute.com?

That is currently undetermined. We'll depend upon the expertise of the app developer to help guide us.

17. Where is the data for current Hypatian Institute subscribers (those currently enrolled in the Hypatian Institute program) stored? Can it be exposed via API?

We won't be answering this question at this time.

18. Is the multi-lingual interface capability expected to be included in the first release of the app?

No.

19. How will the app be marketed?

A marketing communications plan will be developed during app planning.

20. Other than ASO, will the developers be expected to provide any other marketing for the app?

Not at this time.