HCBC App Proposal

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34007 Gladys Ave, Abbotsford, BC
https://wisebox.solutions
info@wisebox.solutions
1-888-792-1117

Background

Horse Council BC (HCBC) has worked with Wisebox (previously branded as Cnawlece) since 1998 and has been a valued partner throughout. Although times and systems change, Wisebox is proud of the support we have provided HCBC for over two decades, and the HCBC Trail Maps system is an excellent example of this. With 80% of HCBC members indicating they will not be competing in 2021, now is the time to provide them with a native mobile app that makes it easy to track and share their horse activities while connecting with other members.

About Us

Wisebox Solutions Inc.

Wisebox Solutions Inc. (Wisebox), based in the Fraser Valley of British Columbia, has been creating custom software solutions for non-profits and businesses of all sizes for over 25 years. Wisebox is part of the i-Open Group of companies with over 30 combined staff. Wisebox and the i-Open Group have developed several industry-leading applications, including:

- Stablebuzz
- DirectFood.store
- Agrilyze
- Finpedient
- PlanworX
- CoreLine

Wisebox was founded and is led by Colin Schmidt, who grew up on a horse ranch and competed for Canada in Equestrian Vaulting from 1995 through 2010. Wisebox has always been grounded in equestrian. Colin was a volunteer for Equestrian Canada in many capacities, including serving on the EC Board of Directors, chair of the High-Performance Committee for six years, and is the founder of VaultCanada. More recently, Colin became Canada's first FEI vaulting judge.

Our Clients

We currently manage 70+ systems spanning 20+ countries for a wide range of businesses and not-for-profits from small business to enterprise. In terms of orders of magnitude, the larger systems we manage have 100,000s users and 10,000,000s records.

Some of Wisebox's and i-Open Group's largest enterprise customers include:

- Enbridge *large pipeline company*
- JLL *largest commercial real estate company in North America*
- MSA Labs *18 mineral analysis labs throughout the world*

In addition to other equestrian provincial sport organizations throughout Canada, the American Vaulting Association is also a long-term client.

Our Technology

Wisebox brought into the i-Open Group of companies our Moxie.Build web development platform as a critical asset, and this platform is now proven and used for new solutions across the group. Moxie now has over 20 years of research and development into it and is on its fourth major version.

i-Open has decades of experience with enterprise mapping technology, including ESRI and GeoServer. The applications using these mapping platforms are built with Java and C#.

Our mobile app technology uses the same technology as many big-name companies you would be familiar with. Here we use React Native, which is a project lead by Facebook. We also use MapBox, which is also used by Facebook, Uber, Skip, Amazon Flex, FedEx, Adobe, Shopify, and IBM.

Wisebox uses Microsoft Azure DevOps for project storyboarding, agile sprints, and deployment automation for internal project management. For bug recording and tracking in the field, Wisebox uses Sentry to allow us and HCBC to be aware of any bugs members may find so that together we can prioritize and fix them.

Our Partners

Wisebox and i-Open are both members of active projects with the Canadian Digital Technology Supercluster. We have ongoing research projects with UFV and SFU, and we sponsor and organize ongoing community and classroom events with UFV across agriculture, business, and computer science.

R Systems has been a global leader in app development for over 27 years and has over 2700 staff across 25+ offices. Wisebox uses R Systems for guidance, training, and support on emerging technologies to ensure we benefit from their collective wisdom.

Project Overview

HCBC has wanted a mobile app for a long time simply because horse people are out and about with their phones far more often than sitting in front of a computer. While mobile-friendly websites provide the functionality when needed, they are easy for members to forget. Having HCBC as an app on a member's home screen, with features that draw them into it daily for activity tracking and community, provides HCBC the opportunity to engage their members better. Better engagement makes it much easier for HCBC to fulfill its mandate to represent and support all equine industry aspects.

Activity trackers, either on your wrist or just an app on your phone, are not new: But how do they differentiate between grooming and riding, or riding in the arena vs. hitting the trails?

Finding a riding buddy might be possible with some work via various Facebook groups, but how easy is it to match to others who are in your area and are interested in the same trails that you are? How much more often would HCBC members get out on the trails if they had a riding accountability partner?

How can HCBC lobby to protect members' right to ride on specific trails when competing interest groups have trail use data and HCBC does not?

How can HCBC effectively communicate with members when Facebook controls how often members see your content, even when members choose to follow HCBC?

Altogether, without an HCBC app, it will continue to be challenging to capture the data and help members connect while inspiring each other.

Scope of Work

The HCBC App will provide a revitalized Ride & Drive program coupled with an app-based version of the HCBC Trail Maps database with basic membership card/status. Wisebox and HCBC will further explore HCBC's App requirements and design and then implement Version 1.0 of the HCBC App and deploy it to the Apple App Store and Google Play Store for mobile phones. Tablets will be accommodated in the future, prioritized according to the demand for tablets we see once released.

Over the course of the project, Wisebox will work directly with HCBC to review and define the revitalized Ride & Drive program's details, understand member's needs and ideas, and prioritize the app's specific features. The total project cost for the initial build and the ongoing work will be 1/3 project management and testing, with the remaining 2/3 being active development.

The responsibilities for each aspect of the project are as follows:

Item	Description	Who
1	Contribute expert knowledge on member needs and ideas	HCBC Staff
2	Apply for and attain Apple App Store and Google Play Store accounts for HCBC	HCBC Staff
3	Facilitate collaboration sessions to define the potential features in more detail further	Wisebox
4	Participate in collaboration sessions throughout the project to further define and prioritize the potential features	HCBC Staff
5	Complete feature review and analysis to determine feasibility, assess suitability for V1.0 app and estimate individual features and related groups of features	Wisebox
6	Present feature review and estimate findings with recommendations	Wisebox
7	Select final feature set, selecting from the estimated features and keeping the total at or below the total fixed hours	HCBC Staff
8	Develop the selected features in weekly sprints, deploying test builds each Friday afternoon	Wisebox
9	Install the test builds, test features that are completed or in need of feedback, and provide feedback to Wisebox	HCBC Staff
10	Sign off on the publishing of V1.0 in the stores	HCBC Staff
11	Publish V1.0 in the stores	Wisebox

Costs of Scope

Item	Description	Cost
1	Initial Design and Development of the HCBC App	$54,750
2	Monthly support, maintenance, and enhancements	$900

The costs here are quoted at HCBC's current discounted rate of $75/h and are subject to GST on top of these numbers. Wisebox's regular rate for business clients is $125/h

The initial project is a fixed-price project with a fixed number of 730 total hours.

The monthly charges include the following:

- Includes 10 hours per month, or 120 hours per year, for HCBC app-specific support and change requests
- A part of your monthly fees goes towards supporting the security and ongoing maintenance of the app and its supporting systems, including managed hosting, regular server management tasks, backup management, web application firewall, and disaster recovery

Timeframes

The goal is for Wisebox to begin work August 2nd, 2021 and for the HCBC app to be available in the Apple App Store and Google Play Store on November 2nd, 2021. Work for ongoing monthly improvements will begin November 1st, 2021.

Project Management

Wisebox uses Trello.com to keep us and our clients all on the same page when managing projects. This system is free for HCBC to use and participate. Trello provides a great high-level view of a complete project while discussing the finer details. It is easy to see the status of everything at once and who is responsible for what.

We encourage direct conversation between Wisebox developers, our Project Manager, and any of the HCBC staff related to the project whenever possible via Trello and as needed by phone or video calls. Our Project Manager is also available for updates via video calls on an ongoing basis and whenever required.

Conclusion

Together, HCBC and Wisebox have a fantastic opportunity to benefit the entire horse community in BC. We should be facilitating the type of activity tracking and social connection many active people wish they could on their mobile devices but can't because of the missing horse-related aspects. By positioning itself at the center of the social connections in the horse community, HCBC will be better positioned to fulfill its continued mandate to represent and support all aspects of the equine industry.