

Sample RFP

An accompaniment for the Mobile App Guide - <https://mobileculturalheritage.wordpress.com/>
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Request for Proposal

Project: Web-based Mobile Guide

Organization: Parkton-Starr Homestead

Organizational Overview

The Parkton-Starr Homestead is a 29-acre 18th century historic property run and maintained by the Friends of Parkton-Starr Homestead, a volunteer-based, non-profit organization. Its mission is to protect and preserve the historic location and educate the public about the life and times for the families who lived there.

The site grounds are open daily. However, the site is only staffed during special events. The site is missing opportunities to engage and educate visitors who arrive outside of special events. The site would like to provide a mobile guide to assist visitors exploring the site and to build a more lasting connection with visitors.

Project Goal

The site is seeking a development firm to flesh out and build a Web-based mobile app that will guide visitors through to the site's 8 points of interest (POIs), provide opportunities for interaction, and support relationship-building between the visitor and the organization.

The target audience for the app is the site visitors, generally adults above the age of 30.

Specifications

The Web-based app must present an attractive, responsive, easy-to-use interface that allows the visitor to easily navigate through the app to find the information he/she desires. It should present the visitor with a definite starting point beginning a tour, but allow the visitor to explore the app (and the property) at will.

It must also support the following wayfinding, personalization, engagement, and relationship-building features.

Wayfinding

At its core, the app must orient the visitor to his/her location within the property and assist the visitor in locating the POIs.

- The wayfinding system should use geo-location to:
 - Provide an aerial map view of the visitor and points of interest.

- Provide an augmented reality view that denotes POIs by markers that appear on the visitor's smartphone screen as an overlay to its camera view. Certain POIs are hidden by terrain or other POIs, so occlusion must be addressed.
- Visitors should be able to access all content associated with a POI from any location. Proximity to the POI is not required to view content.

Personalization

Visitor paths

The app must support three suggested paths through the POIs: a highlights tour, a Revolutionary War tour, and a farm-life tour.

- Visitors should be prompted to select a desired visitor path to begin.
- POIs included in the selected visitor path should be visually denoted as "active." POIs not included in the selected path should be visible, but visually denoted as inactive. However, as stated previously, the content for any POI should be accessible at any time.
- Visitors should be able to switch between visitor paths at any time.

Personal Digital Content Creation

The app must provide opportunities for self-expression through digital content creation.

- At the farmhouse POI, the visitor should be able to take a selfie in front of the farmhouse and apply a filter similar to snapchat to the photo. The filter will overlay 18th century style (hair, collar, hat, etc.) to the individuals in the photograph. The visitor should be able to post the photo to social media from the app.
- The visitor should be able to select from a series of digital postcard-style images, personalize the caption, and post it to social media from the app.

Social Interactions

The app must provide opportunities for visitors to see responses of others and share personalized content on social media.

- At the garden POI, the visitor should be able to vote on which plants they would most like to see planted in the garden. He/she should be able to view a summary of the votes made by other visitors. Based on the plant selected, the visitor should be presented with a "Your Plant Personality" image that briefly describes positive characteristics of the plant. The visitor should be able to save post the image to social media from the app.
- At the archaeological dig POI, the visitor should be presented with an image of fragment recovered at the location. He/she should be prompted to guess what object the fragment came from and see how he did compared to other visitors.

Engagement

Multi-media

The visitor should be able to choose from a variety of media related to each POI, including plain text, images, audio, and video.

- The exact number and combination of digital assets will vary by POI. The interface should be designed to allow for this variance.
- All POIs will include plain text and image assets.
- The farmhouse POI will include audio of a musical instrument that will play when selected by the visitor.
- The chicken coop POI will include audio of chickens. The audio will play automatically when the visitor is in close proximity to the coop.
- The archaeological dig POI will include a short 1:45 video of the lead archaeologist speaking about the excavation.

Augmented reality

The app should use AR to provide a more immersive experience a key POIs.

- At the ruins POI, AR should be used to allow the visitor to see an image of the house that once stood at the location super-imposed onto the landscape.
- At the farmhouse POI, AR should be used to allow the visitor to see the three stages of the house's construction.

Gamification

To encourage visitors to finish all the POIs in their selected tour path, the app should incorporate a gamified completion/progress feature.

- The visitor should be presented with an empty outline of an object after selecting his/her tour path.
- The object will vary based on the tour path selected.
 - Highlights path – a pitcher
 - Revolutionary War path – a cannon
 - Farm-life – a plow
- As the visitor moves through the POIs, pieces should be filled in on the image.
- When the image is completed (all needed POIs visited), an audio chime should be played and a congratulations-themed message should be presented to the visitor.

Relationship Building

In addition to guiding the visitor during the visit, the app must support the visitor during the pre-visit and post-visit stages.

- Pre-visit – The visitor should be able to use the app to access information needed to plan the visit.
- Post-visit – The visitor should be able to sign-up for the site newsletter, follow the site on social media, view event calendar, and make a donation and/or join the Friends group from the app.

Proposal Requirements & Delivery Instructions

Vendors must provide the following in their proposals: an overall cost with an itemized break-down by feature, staffing details, proposed timeline, description of workflow process, related experience and/or references, work samples.

Proposal Evaluation Timeline

Proposals must be submitted by email within 30 days of receipt of RFP. Evaluation of proposals and requests for clarifications will be made within 3 weeks of proposal receipt. Vendor selection will take place within 2 weeks of clarifications being received.