Request for Tender (RFT):

SmartPhone Application

Date of issue: 13th July 2010
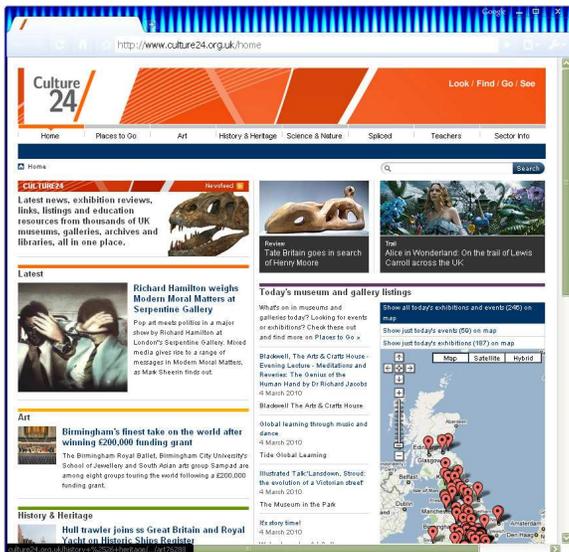
Culture24
Office 4
28 Kensington Street
Brighton
BN1 4AJ

+44 (0)1273 623266
info@culture24.org.uk

Title	**DigCulture** (working title)
Date of issue	13th July 2010
Deadline for Submission	12 noon on Friday 6th August 2010
Date of Interview	Tuesday 10th August 2010 at the Culture24 office in Brighton
Budget	Between £5,000 and £10,000 (depending on complexity of idea)
Brief	A SmartPhone application for promotion of venues, events and listings using data feeds from the Culture24 site
Project Board	Jane Finnis: Director, Culture24 Anra Kennedy: Head of Programmes, Culture24 Culture24 Trustee (TBC)
Culture24 Project Manager	Larna Pantrey-Mayer: Technical Producer, Culture24 T: 01273 623336 larna@culture24.org.uk
Round 1: Shortlist process deliverables	<u>Essential</u> Company information and recent portfolio Concept summary Approx design build time/costs and milestones Any further questions <u>Desirable</u> User journey maps, flat graphic mockups Project plan: cost/milestone breakdown (Gantt chart) Commercial plan/suggested costings (based on precedents or rules-of-thumb)
Round 2: Selection process deliverables	Formal interviews will be held at which time shortlisted applicants will be expected to provide the following: <u>Essential</u> Concept summary Statement of Work Cost / milestone breakdown (Gantt chart) Commercial plan/suggested costings (based on precedents or rules-of-thumb) User journey maps, flat graphic mockups Details of two referees that we may contact <u>Desirable</u> Basic prototype
Final Deliverables (Deadline TBC)	Finished application complete and ready for submission to agreed distribution points. (ie. The Appstore)

Introduction to Culture24

Culture24 is a not-for-profit digital cultural publisher existing to promote museums, galleries, heritage sites, archives and libraries online. For more detailed information please see Appendix One.

Left: Screenshot of the Culture24 homepage

The Culture24 website (www.culture24.org.uk) has been built by software engineers System Simulation Ltd (SSL) and is constructed using Index+. The venue specific content is primarily generated directly from the museums and galleries themselves (UGC) using a Direct Data Entry (DDE) system. The site is enhanced by editorial content created daily in house. Information available on the site includes: news, reviews, resources, venue information, event and exhibition listings and a wide range of promotional activity.

Right: Blank search of our site giving an indication of the number of records available as well as the variety and quantity of each.

Background

In January 2010 Culture24 launched a selection of direct data feeds, which are available to third parties via three differing sharing mechanisms at three differing levels of access – OAI-PHM, RSS and SOAP at summary, redacted and full levels.

It is envisaged that these new data feeds will be used in the creation of this application. Full specifications and access to the APIs can be found here: http://www.culture24.org.uk/sector+info/data+sharing/art74964

Access to the full feed will be made available to the successful applicant via an API key. Access to the redacted full feed is available now from the link above.

The Bid

Culture24 is looking for either an individual developer or a small company to create a smartPhone application that will make available our current and expansive database of venues, events and listings to mobile phone users.

"Your guide to what's happening near you in the world of museum, gallery and heritage culture".

The application created must have geo-locating capabilities as well as ability to enter a location via free text entry (possibly postcode recognition as well as city/town/county). The design must allow for all smartPhone development (BlackBerry, iPhone, Android, Symbian etc.) You should demonstrate knowledge of the market shares for our target market.

Whilst the main drive of the application is applying a geo-locating facility to our event and venue specific data, a successful bid will provide a participative element, engaging the user in an imaginative way to differing elements of our available content. Please explore the Culture24 site to identify the variety and quantity of information available.

In summary:

- All designs and suggested art direction must comply with and be sympathetic to our existing branding - but also have a generic quality that will appeal to casual users. The application could incorporate our strap line: **look / find / go / see**

- The application must have geo-locating capabilities and offer a location-based service.

- Application needs to show not just time-dependent events but also treat all venues themselves as 'permanent' events open on multiple days.

- Revenue generation is not the main project goal, delivering good service for individuals seeking and planning days out at cultural locations is the main focus. However, a plan for the sale of the application including cost suggestions would be desirable from potential suppliers.

- While first and foremost appealing to the culture lover, the application should also reach the widest possible audience, generating ongoing loyalty and repeat use.

- You should integrate the application with core smartphone functionality, e.g. dates of events should automatically be added to the diary

- The challenge is to introduce one piece of 'magic' into the app, e.g. Streetcar app actually opens the car door. This will also help the app become viral so that users will tell friends/family about it.

Targets of Application

The application is expected to be used by both those familiar with the smartPhone applications and those more casual users. Usability and good instructional design are paramount. The application should be easy to understand and navigate, easily accessible and very intuitive. The application will be able to aid the user in making the most of cultural facilities, either near their current location or at an entered location of their choice, providing them with up-to-date relevant information. The main target audiences are:

- Families arranging days out
- Friends/couples arranging days out
- "Stay-cation" tourists

Reliance on the Culture24 data feeds for the application development is a key factor as they are live and have the advantage that all information is updated by the institutions directly.

In summary the application needs to satisfy both the culture lover and the casual observer seeking an event, exhibition or a venue to visit during a prolonged or short stay in an area. The application must promote the values of the Culture24 site as a whole.

Required skills and knowledge

The successful bidder will have:

- Experience of developing similar applications on relevant platforms.

- Although Culture24 already has ideas (The Bid section), these are not absolutely prescriptive. We are ultimately looking for an agency to act in a mobile application 'expert' capacity, to steer on functionality, to deliver the best product according to our data assets.

- The bidder should stipulate their abilities and approaches and demonstrate these relevant abilities with a up to date portfolio containing recent examples of work executed.

- Project management processes and key milestones need to be transparent and agile in order to cater for stakeholder input and sign off. All parties should have access to a collaboration tool - such as Google Docs, Basecamp- for (e.g.) sharing work iterations and logging any changes in milestone dates.

- Experience of working in the cultural sector is desirable.

The successful bidder will advise Culture24 in an 'expert capacity' in both how to monitor performance metrics indicating the level of the applications success and what does and doesn't work with location based applications. This should be based on demonstrable data.

Instructions for preparing your response

Please read the following instructions and information in order to correctly prepare your proposal. Bids missing any essential requirement will be considered incomplete and will not be considered in the short-listing process.

For initial application to this RFT Culture24 expect applicants to provide a concept summary, approximations on design build time and costs with identified build milestones and a copy of the companies recent portfolio of relevant work. Applicants may also provide user journey maps and flat graphic mock-ups, a more detailed project plan and suggestions of commercial approaches.

Culture24 will expect shortlisted applicants to bring with them, the concept summary, a statement of work, cost and milestone breakdown, a suggest commercial approach, user journey maps or flat graphic mock ups and details of two referees (prior clients). If a basic prototype has been created then the applicant is welcome to demo this work.

Proposals submitted in response to this RFT will not be returned, but will be retained by Culture24.

Source and selection

After receipt of the bid, Culture24 will review and evaluate each submission to determine those suppliers whose proposal are of interest. The evaluation will be conducted by key Culture24 staff along with one of the Culture24 trustees. http://www.culture24.org.uk/sector+info/about+us/who+we+are/art65540

Formal interviews will be conducted with selected suppliers. Culture24 will select the supplier based on the supplier's proposal meeting both the essential criteria (See The Bid section – page 4) and those whose treatment uses the Culture24 data in an imaginative and innovative format, making the most of the Culture24 feed in an engaging way.

Culture24 reserves the right to negotiate or not to negotiate with any supplier for any reason. Culture24 reserves the right to include additional or modified technical and performance specifications to this RFT.

All bids are to be made in good faith, without fraud, collusion or connection of any kind with any supplier for the same work. All bidders must compete in their own interest and on their own behalf. The bidding company will be held responsible for fulfilling all technical specification requirements, even in the case where the bidding company decides to sub-contract part(s) of the requested products and services from third parties. Culture24 has the right to consider all factors in evaluating bids and reserves the right to reject any and all proposals and to accept a bid or bids other than the lowest bid.

All Suppliers will be informed by email as to the success of their application. Culture24's selection of supplier will occur at the end of the selection process.

Budget

Culture24 has a budget for this project of between £5,000 and £10,000 depending on the complexity of idea. This needs to include VAT, travel and any research expenses. Culture24 has a separate budget allocated for the promotion and marketing of the end product.

Pre-award costs

This RFT will not commit Culture24 to pay for any costs incurred in the submission of this proposal. Further, this RFT will not commit Culture24 to cover any costs incurred in anticipation of a contract award.

Submission

Please submit only information pertinent to this RFT. Marketing materials should be used to provide specific relevant information and examples, in which case they should be included clearly labelled..

The proposal should be explicit enough to fully describe your company's objective.

Responses to this RFT must be received no later than 12 noon on Friday 6th August 2010. Please e-mail your proposal to Larna Pantrey-Mayer (who will distribute to key stakeholders), if necessary you may supply any additional portfolio evidence in either DVD or CD format to the address below:

Contact: Larna Pantrey-Mayer

Title: Technical Producer

Address: Culture24, 28 Kensington Street, Brighton, BN1 4AJ

E-mail: larna@culture24.org.uk

Please feel free to email Larna with any additional queries regarding the RFT.

Appendix One: Culture24 Briefing Paper

Culture24 uses the power of the online world to make culture more accessible to people. We gather data from and about museums, galleries, archives, libraries and heritage sites and promote those venues and all they do via a series of editorially-driven websites, led by our flagship site www.culture24.org.uk

Our vision, underlying all of our work, is of a more unified cultural sector that is better able to embrace the virtual world, contribute to the creative and tourist economies and advocate the role of culture in learning. Everything we do is concerned with how new and emerging digital technologies can act as powerful tools to reach different audiences – families, communities, enthusiasts, teachers, learners and kids. Our role is to collect, guide, interpret and promote culture in ways that meet these audiences' needs. All our products and services take an entrepreneurial and often innovative approach to using online technologies in ways that are low cost and high impact.

Our view of culture is defined by the needs of users, not by which government department has funded it. We place user needs at the heart of everything we publish, valuing their knowledge and interpretations of culture. A conscious part of our development work is to address the fragmentation present in the sector and make best use of resources already available in a cost effective way. We have been publishing websites and sharing our data and experience successfully since 2001. In that time we've built up a comprehensive set of skills, infrastructure and partnerships, plus a strong online profile.

Family of websites:

www.culture24.org.uk: (previously the 24 Hour Museum). Launched 1999. Comprehensive UK culture guide. Listed in the Guardian's 100 essential websites in 2009 and the Times' top ten international museums websites 2010. 2 million visitors in 2009.

www.show.me.uk: Launched 2003. Children's site, shortlisted for a Bafta and a Webby award. Drives significant traffic to a wide range of small, specialist museum sector Web sites. 1.3 million visitors in 2009.

www.caboodle.org.uk: Launched 2009. Children and museums share, show off, explore, tag and curate their collections online.

Editorial: Ability to produce dynamic and lively content that engages visitors and actively promotes the rich diversity of UK arts and cultural heritage.

National campaigning: 2010 is our second year coordinating the dynamic Museums at Night national weekend of late night openings. Established marketing partnerships with BBC, Visit England, National Trust and English Heritage.

Comprehensive UK database: One of the most comprehensive databases of its kind in the UK, packed with places to go, listings and resources from over 4,000 UK museums, galleries, archives, libraries and heritage sites.

Digital publishing and technology: We have an evolved understanding of emerging online technologies and their impact on user behaviour.

Sharing Data: We understand the value of sharing data beyond our own family of sites. Everything is now available to share with other web sites or services via a series of RSS feeds and APIs.

With offices in central Brighton, we have a staff team of eleven, plus freelancers, interns and volunteers. We are a registered charity and independent limited company and are governed by a board of trustees chaired by John Newbigin. Trustees include individuals from Channel4, Parliament, South Bank Centre, Blackberry, and IDEO.