



REQUEST FOR PROPOSAL (RFP)

For Independent Contractors or Agency (Video/Animation Production and App Development)

OVERVIEW

Prevention Link, a division of the Ontario Federation of Labour, has initiated a Request for Proposal (RFP) process to identify a vendor qualified to plan, execute and deliver an application for mobile devices (App). The App should be a unique, user-friendly experience that will give on-site visitors, as well as users across the province a fun way of engaging with the program's content. Prevention Link requires a vendor who has demonstrated experience in managing graphics (i.e., video, animation, etc.) projects, and expertise with best practices regarding successful App design, development and deployment.

ABOUT PREVENTION LINK

Prevention Link is an innovative disability prevention program that focuses on the link between the primary and secondary prevention of occupational injury, illness and disease in workplaces throughout Ontario. The program, supported by the [Ontario Ministry of Labour's Prevention Office](#) and administered by the [Ontario Federation of Labour](#), offers training, mentoring, outreach and advisory services for unionized and non-unionized workers, workplace representatives, and employers – wishing to engage in cost-effective, collaborative and results based outcomes. Our holistic and comprehensive disability prevention program supports the vision, goals and priorities outlined in the Chief Prevention Officer's strategic framework for building healthy and safe Ontario workplaces.

PROJECT GOALS

- 1) Mobile Apps are increasingly being developed to support knowledge dissemination. Given the widespread adoption and use of mobile technologies, Prevention Link is developing an App with the goal of providing new and innovative ways to educate, create awareness and improve occupational injury prevention for working Ontarians.
- 2) Create a corporate video that promotes the various services offered by Prevention Link.

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RFP PROJECT SCOPE AND DELIVERABLES

- Selected contractor/agency is expected to deliver the mobile application on application store (Google Play, Apple and windows) within an agreed upon time, once receiving the work order.
- Selected agency is expected to deliver the web version mobile application, if necessary, on preventionlink.ca.
- Selected contractor/agency must share the Design Documents based on the Prevention Link's Requirement document for Prevention Link Review & Sign-off.
- User Manual, Admin Manual, Test Cases, Test Plan and QA Results for User Acceptance testing.
- Application Code, Web API's.
- Deployment document
- The selected agency will be responsible for developing, hosting and maintaining the application for one-year, at which time the contract will be reviewed.
- Technical documentation of design and development stages of mobile application, database, complete source code of mobile application, training to users etc. shall also be provided.
- A corporate video that highlights Prevention Link's services.

Website features of App:

- All the features available on the mobile application should be made available on the Prevention Link website.
- Selected agency will provide/modify a microsite/pages on preventionlink.ca, as necessary, for showing the mobile application content/design.
- The database for the mobile application and web version should be the same.

Platform

- iOS – 7 and above.
 - Display orientation Portrait or landscape both

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- Display Support iPhone (480 x 320), iPhone Retina (960 x 640), iPhone 5(1136 x 640), iPad (1024 x 768), iPad Retina (2048 x 1536)
- Android – 2.3 and above
 - Display orientation Portrait or landscape both
 - Small (426dp x 320dp), Normal (470dp x 320dp), Large (640dp x 480dp), XLarge (960dp x 720dp)
- Windows – 6 and above
 - Display orientation Portrait or landscape both
 - Small (426dp x 320dp), Normal (470dp x 320dp), Large (640dp x 480dp), XLarge (960dp x 720dp)

Designs

- Application should be built in a way that it is easy to use and navigate.
- All the design/creatives/images to be provided by the selected agencies.
- Creative, ideas and design will be the copyright of Prevention Link.

Sharing

- Links for sharing application.
- Comments provided by the user on Facebook /Twitter account shall be provided.

Reports

- The selected contractor/agency will provide regular App Analytics, reports, vital statistics and analysis.
- Audit Log Screen will be provided to admin user to check the activities performed by all users. The data will be available only in read-only mode.
- Admin User will be able to see the list of login/logout information for the user through Authentication report screen.

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- Admin User will be able to see the list of notifications sent to the devices through notification screens. Data will be only in read only mode.
- Google and iPhone provides the required details on their console along with App publishing.
- Google Analytics will be used to provide the required information on the Google Analytics Console.

Hosting

- The selected agency should provide proof of ownership (licenses) of various software used by them for the development as well as for the hosting of mobile application.
- The selected agency will provide Prevention Link Full Access to server hosting the application.

Standard Technical Requirements

- The application should support multi-lingual interface.
- The mobile apps need to alert the user to download the latest version, which ever available.
- The mobile applications should work in all networks irrespective of mobile device make and model.
- If required, the mobile App should access Geolocation information in case the mobile device supports it.
- User should be able to download the correct version of mobile application supported by his/her mobile device.
- While developing mobile application, the selected agency should give preference to the NATIVE ENVIRONMENT (e.g.: SDK android development Kit, IOS SDK, Windows SDK). In case of HYBRID APPLICATIONS, open source tools need to be use and not to any proprietary tools.

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Support

- Selected agency should provide support 24*7.
- Selected agency to provide application customization and upgrade.

Intellectual Property Rights

- The Intellectual Property Rights of the application will rest with Prevention Link. The selected contractor/agency will provide the source code of the application to Prevention Link at the time of sign-off.
- Prevention Link shall have the copyright to the design and content of the mobile application.
- The entire application along with all programs, including those meant for statistical reporting, graphics and content developed to achieve the desired functionality, will be intellectual property of Prevention Link.
- It will be the responsibility of the selected agency, both where the contract comes to a natural end, and in case of foreclosure, to:
 - Furnish all information requested by Prevention Link regarding the existing framework of the application;
 - Handover all the old / latest backup code of the mobile application to Prevention Link on a USB or appropriate format.

Training

- For the effective uses of the supplied software/application licenses & their functionalities, the selected vendor must compulsorily provide training for all Prevention Link staff, as required. Following training needs are to be provided by Vendor as part of the scope:
 - Content Management Training
 - Deployment & Hosting Training
 - Application Submission Training
 - Support Handover

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TIMEFRAME

The desired delivery date for the Prevention Link App is **Friday, March 31, 2017**.

However, the successful bid will be retained on contract on an as needed or project basis, with the program.

BUDGET

The budget allocated for these projects is \$25,000.

PROPOSAL INSTRUCTIONS

All proposals should be received by **noon on February 21, 2017**. Please submit your proposal by email to oikhalo@preventionlink.ca

As part of the proposal, please address the following:

- Sample project plan
- Project budget
- Your App design approach
- Details regarding your project management process
- A summary of previous App development experience
- Examples of past App designs
- A listing of existing client references
- Example of previous corporate videos produced.

Please be sure to include the name and contract details of persons to be approached for clarification of the proposal, if needed.

Additional Information or Clarification:

Contact: Ogho Ikhalo, Prevention Link's Senior Communications and Outreach Specialist: **416-443-7654** or oikhalo@preventionlink.ca

This RFP is open to all bidders from February 9, 2017 to February 21, 2017. The tender for requests for proposals must be received by 12:00pm on February 21, 2017.