



**Request for Proposal for R3App Update
August 15, 2015**

About the App

The global award winning R3 App was created by Harbor House of Central Florida for its Project Courage Initiative to encourage healthcare professionals and those at risk to Recognize, Respond and Refer (R3) to Domestic Abuse. This is the first app to have information that aids medical professionals in hospitals, doctors' offices and clinics in making appropriate assessments of domestic violence victims and referring them to resources that can help.

No other tool is geared toward both healthcare professionals as well as those at risk. The creators of the app, Harbor House of Central Florida understands that the main targets of this app, those in the healthcare industry and young adults are more apt to receive information, utilize it, and respond if it's delivered on the venue they use the most - their mobile devices.



Lastly, the database compiled to drive the resource data portion of the app was made possible by countless volunteer and staff hours as there is no comprehensive list (comprised of hotlines, resources and shelters) found currently in the U.S.

The HITS Assessment

It is the first app to have information that aids medical professionals in hospitals, doctors' offices and clinics make appropriate assessments of domestic violence victims and refer them to resources that can help.

The app's main function is to deliver speedy, consistent and effective screening of domestic violence victims. The HITS tool (a four-item questionnaire that asked respondents how often their partner physically Hurt, Insulted, Threatened with harm, and Screamed at them) is currently utilized all over the world. As part of our Project Courage initiative, Harbor House engaged Dr. Kevin Sherin five years ago to serve on their advisory council and started recommending in all trainings to medical professionals that the HITS be the standard screening tool in Central Florida.



- In trainings, we found that 71% of physicians did not routinely screen for domestic abuse. Those that did screen did not have appropriate protocols or referral systems in place to help survivors identified.
- We determined that an app would encourage physicians to screen more frequently and reach more survivors.

- An evidenced based screen tool that correctly identifies 91% of individuals in abusive relationships
- A resource locator that identifies, by zip code, the local provider of domestic abuse services (using geolocation feature of mobile device).
- Further information in the form of videos, links and protocol for screening usage.

Security and Safety

While the app was designed for medical settings, Harbor House recognizes that those in abusive relationships might utilize the tool. Because of this, and due to the inherent danger involved in abusive relationships, special precautions were put into place to ensure the safety of survivors. These include:

- Warning notices on the iTunes information page
- Video disclaimers that must be viewed prior to usage for both professionals and survivors.
- Multiple reinforcements to seek further assistance either locally through the national hotline.

The app features two key components:

- 1) The HITS Assessment.
The app's main function is to deliver speedy, consistent and effective screening of domestic violence victims. Dr. Kevin Sherin, Director of Orange County Health Department, developed a short tool to screen potential victims of abuse. The HITS tool (a four-item questionnaire that asked respondents how often their partner physically Hurt, Insulted, Threatened with harm, and Screamed at them) is now currently being utilized all over the world. The app's evidenced-based screening tool can correctly identify 91% of individuals in abusive relationships
- 2) The app has the only verified resource locator that identifies, by zip code, the local provider of domestic abuse services (using geolocation feature of mobile device) in the nation.

The app has been downloaded nearly 5000 times and from every continent on the globe. It is available for free in both the iTunes Store and Google Play. The app has been downloaded has been cited in the New England Journal of Medicine and won global awards for safety. Harbor House owns the exclusive copy rights for the mobile version of the HITS screening tool.

Version 2.0

- Upgrade of the existing app to current iOS9 compatibility design styles for iOS and following Material design for Android.
- The app's geographic locator will have a worldwide reach. In partnership with the United Nation's, the app will now list locations where individuals can seek assistance across the globe.
- A backend database so resources can be updated as necessary.
- Kennels will be added to the shelter listings where appropriate.
- Ability to change logo in app to offer sponsorship opportunities
- Availability in English and Spanish with ability to provide in other languages such as French, Chinese, Farsi and Russian.

- **Operating Systems (OS) & Devices:** The new system will need to continue to be compatible with both iOS and Google Play. We plan for both to be offered in mobile, tablet formats as well as English and Spanish.
- **Stakeholders & Decision Makers:** The app is being sponsored by the Central Florida Foundation and Florida Hospital. Final decisions on the app will be made by Carol Wick, CEO at Harbor House with final logo approval by the donors.
- **Goals & Ideal Outcome:** The R3App is provided free for download but will have opportunities for sponsorship through logo placement and scrolling banners throughout the app.
- **Integration:** The database will be held on our onsite servers or in a recommended cloud based platform. Integration with our existing website for donations and learn more is critical. Videos will be linked from YouTube. Social media connection and share capabilities are also important for this upgrade.
- **Backend:** Create an admin interface with an REST based JSON API that can be used both for the iOS and Android app. Developer will specify the database and programming language for the back-end along with where it will be hosted. What are the ongoing expenses? How will operation of the back end effect app functionality? The backend needs to integrate with the WordPress site www.harborhousefl.com
- **Target Timeline & Drivers:** We are ready to begin development now and hope for a full launch by January 2016.
- **Budget:** Extra points are given for budgets under \$40,000. Expenses incurred beyond that amount can be donated at the amount allowable by the IRS for tax deduction or integrated as a sponsorship as part of the national launch.
- **Decision Criteria:** The agency will consider a minimum of three competitive bids. Responses will be evaluated by a team comprised of staff, issue experts, marketing experts and technology/IT experts. The final two proposals will be asked to make a presentation either face to face or via skype or webinar. A final decision is expected no later than Oct 10, 2015.
- **Timeline:** (1) Initial RFP Distribution 8/20/15 – 8/30/15
 (2) Responder Submission of Questions (and QA session if applicable) by 9/10/15
 (3) Question Replies 9/15/15 (4) Final Submissions 9/25/15

Request for Proposal

Please respond to the following questions to the best of your ability. The full proposal is due to Harbor House of Central Florida by 9/25/2015. You may submit questions and the final proposal to online@harborhousefl.com.

Mobile Agency Background & Capabilities –

- **Summary/History:** How did the agency start? Who is the executive team and what is their background? What is the mission of the agency?
- **Differentiators:** How does the company differentiate itself vs. competitors?
- **Portfolio:** Please summarize your top mobile projects, the problem you were trying to solve, and provide a link to each (if publicly available). Do you primarily provide iOS or Android Apps? Or both equally?
- **Awards:** Please summarize your top awards or other examples of thought leadership in the space.
- **Hiring Process:** Please briefly summarize your hiring process.
- **Mobile Design & Technology Assessments:**
 - Please give a short summary of at least two strategy projects and/or assessments you have done in the past and what the outcome was. Sharing specific return on investment data should be emphasized.
 - Please perform a design and code assessment and make at least three significant suggestions for design and development improvement.
 - Please perform a quick design assessment of our current designs, and your suggestions for improvement.
 - Please review the following [APIs, Feeds, data sources, etc.] and explain whether you can use them as is to deliver the desired mobile functionality or if you would suggest changes. Please elaborate.
- **Design Capabilities:**
 - How many full time employees constitute your design team? Part time? Freelancers? Subcontractors?
 - Where are all the above employees and freelancers/subcontractors located? Will any work be done overseas or by contractors/freelancers? Do any of your employees work remotely? If so, how many? Are the designers and developers in the same office?
 - Will we be able to interface directly with your Design team members (i.e. be able to call the designers directly)?
 - Please include a short resume of your head of design.
 - Please list at least two design team members with short resumes, at least one of whom would be assigned to our project if it were to start today (we understand that individuals may or may not be available when the contract is executed)?
 - Please summarize a typical design engagement, by week, from start to finish including deliverables.
 - How will we interface with your team on a day-to-day basis? What tools will be used?
 - Please describe at least three design engagements that include substantially similar mobile experiences or functionality to this project. Please describe the problem, the approach taken, and the outcome.

- Please include at least one example of where the design team differentiated between a phone and tablet version of an app?
- Please include at least one example of where the design team substantially differentiated mobile experiences among iOS, Android, Windows and mobile web?
- **Development Capabilities:**
 - How many full time employees constitute your development team? Please also divide these by operating system (e.g. iOS, Android, Windows, Mobile Web, DevOps), or note where employees work on multiple OSs? Part time? Freelancers? Subcontractors?
 - Where are all the above employees and freelancers/subcontractors located? Will any work be done overseas or by contractors/freelancers? Do any of your employees work remotely? If so, how many?
 - Will we be able to interface directly with the development team (i.e. be able to call the developers directly)?
 - How will we interface with your team on a day-to-day basis? What tools will be used?
 - What backend/DevOps capabilities do you have? What languages/frameworks do you use? Please describe one or more similar engagements, including the problem and the solution you were able to deliver.
 - Please include a short resume of your head of development, as well as the head of each OS/platform (e.g. iOS, Android, Windows, Mobile Web, DevOps) that will be used in this project.
 - Please list at least two members of each OS/platform team with short resumes, at least one of whom would be assigned to our project if it were to start today (we understand that individuals may or may not be available when the contract is executed).
 - Please summarize a typical design engagement, by week, from start to finish including deliverables.
 - What approaches do you use to ensure high quality software, free of malicious code (e.g. inside jobs of stealing users' personal information)? How do you manage/ensure best in class documentation?
 - How do you manage the use of open source or other libraries that could compromise the IP of the final product?
 - How do you ensure security of code and client materials?
 - Please describe at least three development engagements that include substantially similar mobile experiences or functionality to this project. Please describe the problem, the approach taken, and the outcome.
- **Quality Assurance Process:**
 - How many full time employees constitute the QA team? Part time? Freelancers? Subcontractors?
 - Which offices will the team members be in? Will any work be done overseas or by contractors/freelancers? Do any of your employees work remotely? If so, how many?
 - Will we be able to interface directly with the QA team?
 - Please include a short resume of the head of QA.
 - Please list at least two members of the QA team with short resumes, at least one of which would be assigned to our project if it were to start today (we understand that individuals may or may not be available when the contract is executed).

- Please summarize a typical QA process, by week, from start to finish.
- How will we interface with your team on a day-to-day basis? What tools will be used
- **References:** Please provide three references of similar projects. Interviews with the references will be limited to 10 minutes.

3. Project Proposal –

- **Project Concept & Recommendations:** What do you most like about our app/mobile web concept? What are you most concerned about and would change if you could? Would you suggest we do native applications, mobile web apps, or both?
- **Other App Projects:** Can you tell us about other apps that you have done and describe some great mobile experiences in the space we are in (or a related space)? What made them great?
- **Work Examples:** Please provide an example of previous work for each major functionality of the project. If there are proposed functionalities that you have no previous examples for, please explain your approach and why you believe you will be able to perform.
- **Project Approach:** Please summarize your approach to the project, and what you believe will be major variables/risks that will drive success/failure based on our goals. What will drive consumer adoption and use? How can those risks best be managed on our side and your side?
- **Timeline/Budgets:**
 - Please propose a timeline for initial launch.
 - Please propose both a time and materials and fixed budget.
 - Please include an approach to ongoing updates and optimization. What frequency of update would you suggest? How will updates be staffed? How will emergency fixes be addressed (e.g. a crash caused by a change to a feed source or API)? What should budget be?
- **Measurement, Analytics and Ongoing App Improvement and Management**
 - How will measurement/analytics be set up?
 - What metrics will/should we be measuring? How will we together use analytics/reviews/etc. to drive continuous improvement?
 - What should our budget be for ongoing review of data and implementation of resulting improvements?
 - If we would like the agency to perform those tasks, what tools would you use and who would perform what roles?
 - Please give two examples of similar projects with ongoing engagement work centered on analytics/performance improvement.