

Request for Proposals

# Mobile Application



April 9, 2021

## Project Summary

Skills Ontario is a not-for-profit organization dedicated to promoting careers in the skilled trades and technologies to Ontario youth through a variety of programs, including presentations, summer camps, Young Women's and Indigenous career exploration events, and the largest skilled trades and technology competition in Canada. Skills Ontario now desires to elevate and solidify its position as a leader in the industry and is seeking the assistance of a qualified development team to build a comprehensive mobile application that is user-friendly, bilingual, and accessible.

The mobile app will serve as a career guidance tool that will help students learn and discover fulfilling professions in skilled trades and technologies, as well as helping to determine their aptitudes for these types of careers. It will be built on our Skills Work!® resource booklet, a publication created primarily to educate students at the secondary school level about careers in the skilled trades and technologies.

The goal of the mobile app is to:

- Promote discovery of careers in the skilled trades and technologies for primarily young people (grade 7-12) and their influencers (parents, teachers, guidance counsellors) through an array of relevant information, resources, and initiatives.
- Help youth and influencers discover fulfilling careers based on their interest, personality, and skills and determine if a career path in the skilled trades and technologies is right for them.
- Bridge the gap between education and the skilled trades workplace by providing interactive tools and resources to find the best career path for students.
- Establish a mobile presence that extends channels for engagement and allows users to navigate from their mobile or tablet with simplicity, making information more easily and readily accessible.
- Continue to raise the profile of Skills Ontario as a leader in skilled trades & technology career promotion.
- Extend our reach and better connect Skills Ontario stakeholders (school boards, alumni, colleges, businesses, labour groups, and government) to our mission and mandate.

Consultation with Skills Ontario will be an important part of the planning and execution of this project and we seek to have the first iteration (MVP) of the mobile app to be completed end of August 2021. A development agency has been consulted and identified our problem statement, product vision, user personas, user needs, MVP and Future features, app flows, wireframes and mockups.

## Company Information

## About Skills Ontario

Skills Ontario's mission statement is to champion and stimulate the development of world-class technological and employability skills in Ontario youth. We partner with school boards, colleges, small business, large companies, labour groups, and governments to provide opportunities for youth to explore and develop skills for successful careers in skilled trades and technologies.

With 30 years of experience, Skills Ontario is a province-wide organization with a grassroots connection into the many communities we serve. Our programs represent a long-term investment in the lives of all Ontarians.

We enable and empower all youth, including women and Indigenous youth, to consider a career in skilled trades and technologies. Engagement with students, teachers, parents, volunteers, employers, and mentors ensure our programs connect education, experience, and employment. We deliver in-school presentations across Ontario, host Canada's largest skills competition, run summer camps for skills development and connect students to employers.

## Audience

Ontario's youth population, including but not limited to grades K-12 as well as post-secondary students and their influencers (parents, teachers, guidance counsellors).

## Project Scope

### Target Users

The target demographics for this mobile app are:

- Students in grades 7-12 (age 12-17) and their parents/guardians

Student Needs (Primary Persona):

- Exposure to all options available after high school
- Credible resources to learn about skilled trades careers
- Guidance and support throughout career journey

Parent Needs (Secondary Persona):

- Awareness of all viable career paths for their children
- Access to streamlined content and resources on skilled trades
- Safety and success throughout children's career

### Functional and Non-Functional Requirements

Based on the immediate business and user needs, the following features and functionalities have been identified for Minimum Viable Product (MVP):

## **General**

- Bilingual UI & Text (English & French)
- Language of app determined through native device settings
- Web Content Accessibility Guidelines (WCAG) 2.0 AA compliance
- Mobile (iOS, Android), Tablet (iOS, Android), Responsive Web (experience would be part of existing Skills Ontario website)

## **Security**

- Solution must protect personal information, which is set out in Schedule 1 of PIPEDA

## **Registration & Login**

- Optional registration/account creation process (email and password)
- Account required to save career quiz results and bookmark job profiles
- Ability to view all content on app without account

## **Career Quiz**

- Series of questions designed to assess a student's interests, strengths, and personality (up to 2 types of questions: multiple choice or slider)
  - Questions and responses structured to directly tie into traits, skills, and preferences listed under "Explore this career path if you:" section of job profiles in the Skills Work! booklet
  - Recommend top 3-5 best career matches for students to explore
  - Ability to share results and invite friends to take career quiz

## **Content**

- Directory of Skilled Trades and Technology Career Profiles
  - Search by keyword(s)
  - Browse careers by sectors
  - Filter by sector, education, training, or experience requirements, salary,
  - Red Seal program
- Career Profiles (sourced from the Skills Work! Booklet)
  - Ability to bookmark and share
  - Job title(s)
  - Job Profile & Advice (currently 14 profiles available)
  - Job description and responsibilities
  - Where they work
  - Education, training, and experience required
  - Median and high-end earnings
  - Helpful and relevant resources
  - Enabling insertion of Skills Ontario videos - profile campaigns/job interviews (tied to a specific job profile)
  - Images (sourced from existing repository of images used on website)
- General Scholarship & Financial Aid Information

- Link to information from Government of Ontario and Government of Canada websites
- Skills Ontario would like to easily upload and maintain our own content (job profile updates, news articles, upcoming events etc.)

#### **Events Calendar (functionality within app)**

- Show all Skills Ontario presentations, workshops, and conferences date and time
- Event details - registration, event description
- Add event to calendar (Google, iCal)
- Share event details

#### **Account & Settings**

- Profile Information, Edit/Update Password, Log Out
- Support: About, Terms of Service, Privacy Policy, Help & Feedback, etc.
- Push notifications for event promotion and new content added
- Showcase Partners
  - Highlight Government, Premium, Platinum
  - Link to see all partners (Gold, Silver, Bronze, Audio-Visual, Friends)

#### **Career Game/Simulation (Single-player game)**

- Board Game Concept
  - Roll die to move forward on the board
  - Ability to earn and collect tool cards
  - Earn points through answering questions correctly
- Choose Your Own Adventure Concept
  - Students can experience the impact of various career decisions in their lives (i.e., happiness, wealth, career growth, etc.)

#### **ORIGIN ImmersiveLink 360-Degree Videos**

Origin/Immersive Link has created cultural experience and skilled trades careers virtual reality videos for the Skills Ontario Mobile Classroom. Skills Ontario would like to embed these videos in our mobile app to:

- Enhance the job profile information
- Enrich learning of various trades by demonstrating how hands-on experience and work environment really looks like
- Give users the ability to have 360-degree view of different work environments within the videos

#### **Future Vision of the Skills Ontario Mobile App**

After the development of the MVP, the mobile app should have the possibility to enhance user experience and increase its functionality. Key future features:

- Companion App - serve as companion app to complement Skills Ontario competitions and other initiatives.
- User Specific Content and Resources - expand user roles to parents, educators, etc.
- Career Planning - expand beyond career guidance tool to career planning aspects as well.
- Interactive Tools - more tools and resources to help students in the decision-making process.

## Proposal Request

We invite qualified vendors to participate in this RFP. Proposals must be received by the specific date(s) and in the specific format, as defined below.

## Timetable and Milestones

Date	Milestone
April 9 <sup>th</sup> , 2021	Request for Proposal Released to Vendors
April 23 <sup>rd</sup> , 2021	Request for Proposal Submission Deadline
May 7 <sup>th</sup> , 2021	Target Date of Selected and Notified Vendor

## RFP Vendor Responses

Please provide responses to the following questions:

### Vendor Company Overview

- Provide a brief profile/overview of your company, the leadership and the executive team.
- How long has the company been in business? How long has your team been designing and building mobile applications?
- How many full-time staff does your company employ? What are the sizes of the development, design, quality assurance, product, and project management teams?
- How does the company provide value above its competitors?
- Will any work/operations be outsourced abroad?
- Provide some recent examples of mobile development applicable to what we are generally looking for.
- The bidder must disclose any relevant conflicts of interest and/or pending lawsuits.

## Project Scope

We require the project to be defined, costed and delivered in 2 distinct phases:

Phase 1 – Design and Architecture and Phase 2 – Software Build and Release.

### Phase 1 – Detailed Design and Architecture

- Phase Outputs:
  - Take our requirements, determine and define what you propose to build for MVP.
  - Provide necessary documented wireframes, application functional flows, user

- engagement strategies etc. to clearly articulate what will be built as MVP.
- Provide details on proposed usability approaches for common interactions including Mobile Platform specifics, navigation, UI elements, and specific scope interactions like Career Quiz, Game/Simulation and Videos.
- Solution design details to include dynamic content maintenance (*content to be updated and available to end users within Mobile Application without a Software Release*). Content details for general content as defined in requirements, as well as content feeding Career Quiz, Events Calendar, Push Notifications, Career Game/Simulation and Videos.
- Define Architecture and Software Options for the Build Phase.
  - Solution/data is required to be hosted entirely within Canada.
  - Detailed technical options for:
    - Backend (data storage, APIs, hosting)
    - Frontend (Mobile Application)
    - DevOps (continuous build, package and deploy)
    - User Security
  - Content Management (ie a WebCMS or other options)
  - One-time and ongoing costs estimates all infrastructure items.
  - Pros/Cons/Risk for technical options as relates to technology, build phase, ongoing maintenance and future feature additions.
- RFP Minimum Requirements:
  - Please define the process you would follow to design the application.
  - What types of resources will be involved and what demonstrated skills and experience do they bring to this phase? Please specify specific key persons along with their CV summary details.
  - Provide artifacts of relative examples of mobile design and application functionality you have successfully completed
  - Provide approaches to general usability, usability standards.
  - Provide approaches and best practices for accessibility
  - Costing for each resource type and estimated team size
  - Clearly identify and comment on any scope concerns or ability to deliver on Phase 1 Outputs

## **Phase 2 – Software Build Phase**

- Phase Outputs:
  - Build, test and release of software MVP
  - Design refinements
  - Dynamic maintenance capability of all content
- RFP Minimum Requirements:
  - Please define the process you would follow to build the application.
  - What types of resources will be involved and what demonstrated skills and experience do they bring to this phase? Please specify specific key persons along with their CV summary details.

- Please define the process you would follow maintain the application during the Build phase and subsequent maintenance updates. *ie would you follow a DevOps first process*
- What main software tools/platforms are preferred for build and maintenance?
- What approaches and/or tools will be used to ensure code quality and consistency? Please include details for code inspection, unit testing, etc.
- Please provide your mobile development best practices and ideology that your development teams follow for general development
- Please define the testing strategy you will follow through the duration. Please include ideologies, processes and specific details on manual and automated testing approaches. What testing tools/frameworks do you propose to utilize.
- What are your preferred hosting options?
- Costing for each resource type and estimated team size
- Clearly identify and comment on any scope, technology or delivery concerns on Phase 2 Outputs

### Work Plan and Project Timeline

Please provide a detailed timeline for the development and delivery of each of the features, including estimated start dates, schedule of activities, deliverables, and resources to be used.

### Project Management

- Describe your project management and communication processes.
- How will you manage this project, to ensure that all activities are completed on time, on budget, and at defined quality levels?

### Subcontracting

Please, indicate which parts of the campaign, if any, you will be subcontracting or outside resources necessary to complete the project.

### Pricing and Costs

Based on the content and activities you are proposing for this mobile app, please provide an estimated price based on the scope of the project:

- Please include a fee structure/breakdown in relation to time, scope, and team costs for each phase
- Please include estimate for post-deployment maintenance (bugs) and support (ie. work required to accommodate IOS/Android and API updates only)
- Please include one-time and ongoing estimate for infrastructure and hosting

### Relevant Case Studies and Examples

Please, provide a list of clients, awards and summaries of client projects, or examples of your work that are relevant to this project. Please summarize the challenge, solution, and end result of each project.



## Submission Contact Information

Please, submit your proposal, in compliance with the timeline provided above, and any questions you may have to:

Lauren Salmon  
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