

Request for Proposal (RFP) for Mobile App Development

Introduction

Excellence Driving Center (<https://excellencedriving.com>) is an RTA recognized and approved driving center for customers seeking to obtain a UAE Driving License for Light Motor Vehicles (Automatic and Manual Car transmission), Motorcycles, Bus, Trucks and Forklifts). We are a technology-first company that uses modern technology advancements to accelerate our business goals and enhance our customer's experience of our services.

We currently have a mobile application that was developed in 2020 using React Native and has served us well to date. We are seeking to rewrite our current mobile application to overhaul the customer experience with a fresh design, more customer-centric functionality and robust technical features that provide a snappier, friendlier and faster user-experience.

Our backend system has all necessary APIs in place to aid the data exchange between the mobile app and the backend database. All our APIs are REST with JSON data format written atop Nest.js frameworks.

Project Overview

We are seeking proposals from qualified mobile app development companies to design, develop, and deploy a high-quality mobile application that will replace our currently deployed Student Mobile Application. The new mobile app will serve as a platform for our Driving School to engage with customers, provide essential services (Described in Features & Services), and enhance overall user experience. We are looking for a robust, user-friendly, and visually appealing mobile app that should be seamlessly integrated with our existing systems. The purpose of this RFP is to solicit competitive bids and select the most suitable vendor to undertake this project.

Please note that vendors who show interest in the RFP can request for wireframe diagrams and UX flows of all the features to have a clearer understanding of our requirements. This will be provided post an NDA.

Also note that we want to launch the features below in a phased manner wherein we will launch phase 1 by 1st September, Phase 2 by 1st October, Phase 3 by 1st November and finally Phase 4 by 1st December.

Each phase will include one or more features from the list below. The essential features will be in Phase 1.

Project Objectives

1. Develop a cross-platform mobile app (iOS and Android) that is compatible with the latest operating systems and devices.
2. Provide a seamless and intuitive user experience, ensuring that the app is easy to navigate and visually appealing.
3. Integrate the mobile app with our existing backend systems to enable real-time data synchronization, user authentication, and seamless data exchange.
4. Implement essential features such as user registration, profile management, push notifications, in-app messaging, and secure payment processing.
5. Incorporate location-based services to enhance user experience and provide relevant information based on the user's location.
6. Ensure the app is scalable, secure, and capable of handling a large user base and concurrent users.
7. Implement robust analytics and reporting features to track user engagement, app performance, and other relevant metrics.
8. Provide ongoing technical support, maintenance, and regular updates to address any issues and introduce new features as required.

Proposal Guidelines

Interested vendors are requested to submit a detailed proposal addressing the following points:

1. Company Overview
 - a. Provide an overview of your company, including your experience in mobile app development, team composition, and relevant certifications or accolades.
 - b. Highlight any specific expertise or successful projects that demonstrate your capabilities in developing mobile apps for similar industries or use cases.
2. Project Understanding
 - a. Provide your understanding of our project requirements, objectives, and challenges.
 - b. Outline your proposed approach and methodology for developing the mobile app.
 - c. Identify any potential risks or challenges you foresee and suggest mitigation strategies.
3. Technical Specifications:
 - a. Describe the technologies, frameworks, and programming languages you will use to develop the mobile app.
 - b. Provide details on the platforms (iOS, Android) and versions you will support.
 - c. Explain how you will ensure app performance, security, and scalability.
 - d. Describe your approach to integrating the app with our existing backend systems.
4. Design and User Experience:
 - a. Describe your design process and how you will ensure a visually appealing and user-friendly interface.
 - b. Provide examples or portfolios of previous app designs that highlight your expertise in creating engaging user experiences.
5. Project Timeline:
 - a. Present a detailed project timeline, including major milestones, deliverables, and estimated completion dates.
 - b. Clearly state any dependencies or factors that may affect the project timeline.
6. Budget and Pricing:
 - a. Provide a breakdown of the project costs, including development, design, testing, deployment, and ongoing maintenance.
 - b. Specify any additional costs or considerations that may arise during the project.
7. References:
 - a. Provide at least three client references for whom you have developed mobile apps. Include contact information for each reference.

Submission Guidelines

Interested vendors should submit their proposals in electronic format (PDF or Word) to Omar Marosh and Romi Verma at omar.m@e-dc.com and romi.v@e-dc.com. The subject line of the email should read: "Mobile App Development Proposal - [Your Company Name]".

Proposal Evaluation Criteria

The proposals will be evaluated based on the following criteria:

1. Demonstrated experience and expertise in mobile app development.
2. Understanding of project requirements and proposed approach.
3. Technical capabilities and scalability of the proposed solution.
4. Clearly defined development methodology and resource allocation proposed for this project
5. Design and user experience expertise demonstrated through past projects.
6. Timeliness and feasibility of the proposed project timeline.
7. Cost-effectiveness and transparency of the proposed budget.
8. Positive client references and testimonials.

Selection Process:

Initial Evaluation: The submitted proposals will be reviewed based on the evaluation criteria mentioned above. Vendors who meet the requirements will proceed to the next stage.

Clarification: Shortlisted vendors may be requested to provide additional information or clarification regarding their proposals if needed.

Presentation/Demonstration: Selected vendors may be invited to present their proposals and showcase their capabilities through a demonstration of their previous work.

Final Decision: The vendor that best meets our requirements, considering all evaluation criteria, will be selected for the project.

Mobile App Features

1. Android and iOS written using React Native (latest version)

2. User-guided experience

The app should be able to guide the user through the next actions that are required in order to complete the user's journeys (class bookings, payments, submitting a review, finishing a quiz etc)

3. Live-configurable for content

All content on the app should be modifiable using an admin interface whether it be strings used in the app for service names, icon names, page names, or other content such as About Us, Terms & Conditions etc. Any content that will be rendered into the app should be live-modifiable through the admin panel without requiring the user to update the version of the app.

4. Vibrant color palette and with a touch of indicator animations that allow the user to know what has happened or where to focus their attention. For example if the user-journey demands that the user pays for their next class, the Pay button will be in focus and have an animation hint to indicate it is needed to be clicked or action needs to be taken.

5. Our services to the student relies on a Student Journey (Step 1 to Step X) which dictates the actions and steps our student (customer) takes throughout their journey to acquiring a driving license. This journey starting from Registration, classes, assessments, various RTA Road Tests, payments for various milestones and finally acquiring the Driving License needs to be clearly depicted and easily accessible by the student. They need to have a clear overview of where they are on their journey.

6. In-app customer-service (chat with support team, call-center, common issue(s) one-click ticket raising, ability to send voice messages)

7. Per-class/session notes by instructor and student

Every time a student completes a class with an instructor, they should have access to notes from that class where they can write their own notes, read the instructor's notes and ask questions to the instructor for that class in the form of a chain of comments between the instructor and the student.

8. Meaningful messages for errors, notifications (we'll attempt to handle all probable errors with meaningful messages + an automated log for the QA team to look into immediately if there was an unexpected/unhandled error)

9. Transportation view (view bus routes, timings, bus-locations, issue a ticket)

We have GPS units attached to our transport vehicles and a mechanism to issue QR code tickets. The app should integrate with our ticketing system and display bus-routes, timings, and live bus-location based on the GPS units and to issue tickets by calling the ticket-issuing API to issue such a ticket.

10. In-place action buttons (for example, if the timeline shows that you need to pay for classes / tests to schedule, then a pay button with the correct amount would be accessible from the spot). Similarly, if your journey requires you to schedule a class, then the schedule button should be center-stage. These will be made clear in our wireframe and user-experience documentation.

11. Integration with our Payment Gateway (Network International) to be made in a robust manner where all error codes provided by the Payment gateway are handled with meaningful error messages to the users. The payment gateway integration should use Network's mobile plugins and not web redirects. 3DS should be implemented within the mobile phone using the best practices as described by Network International)

12. More description per stage

Every timeline in the user-journey should be clickable to expand and show further information (that would be available to be edited using the content-admin panel). This 'extra' information can be text, video or images.

13. Walk-through to be activated upon first login of the user and available at any time later by clicking on a ? icon.

14. Intellisense® guidance - our system already knows what the user should do next (pay, schedule a class, upload a document, take a theory class etc, so upon log-in, the user would be nudged to action

15. Every piece of information is 'clickable' with a pop up explaining what it is .. so if i click on practical training stage 2 & 3, I should be able to get a description of what that means, a visual representation (maybe a picture of the car on the road with the instructor and a student, we should have a dictionary of additional information that can be constantly updated, so if i still want 'more info', clicking on it gives me further different explanations, ideas on what i clicked on..

16. Instructor profile pics, mini bio (years of experience, languages spoken, number of passed customers in the past 3 months etc). Every instructor name should be clickable to open their 'Instructor Profile Page' whose content format should be customizable from the admin panel. The

API that calls the instructor profile would give all the relevant information and the format of display will be handled by the admin panel.

17. Information on car-plate number on your up-coming class, view live-car location. When a class is scheduled, on the day of the class, our backend system will indicate which car the student will drive in, and this information should be available to the student via the app with a click to show the current GPS location of the car. We already have our fleet management system that shows the locations of the cars, the mobile app simply needs to receive the location pin and display it on Google Maps.

18. A friendly 'feedback' form to nudge the user/student to add class-feedbacks upon login/class completion

19. pop-up quizzes for the student after a class, or before an upcoming class (a knowledge-base of q&a can be curated, and maintained by instructors, team-leaders, etc for every class-type). This will be available in the admin panel to add all the quizzes

20. a fun dashboard of students who started with you, and what stage they're on .. so you can 'compete' or be inspired by them.. (without disclosing their details) (The app simply will receive an API with relevant information to be displayed and the vendor needs to implement the view of this feature

21. Multilingual application interface, with possibility for user to switch languages (all strings, content in multiple languages will be handled by the admin panel)

22. Mobile-biometric login (fingerprint, face) to log you into the app directly

Screens & Views

1. Splash / Welcome screen
2. Registration
 - a. Upload Emirates ID
 - i. Extract details from Emirates ID
 - b. Choose course-type
 - c. Make initial payment
3. Login
4. Live Chat / Customer Support
 - a. Text, Audio and Image exchange with agent
5. User Profile
6. List of past payments, invoices
7. Payment screen

8. View Student-Journey (roadmap of where the user is on their journey to acquiring their driving license)
9. List of past notifications
10. List of past and upcoming classes
11. List of past and upcoming tests and assessments (differentiable via filter and icons) to differentiate internal assessment tests vs RTA tests
12. Per completed class Instructor-Student communication, exchange of information and feedback
13. Class scheduler - for a student to be able to book upcoming classes, view available instructors (View design will be provided by us)
14. Mock Theory Test
 - a. A series of Multiple Choice Questions with a timer and scoring system.
 - b. Some questions can have a video to be viewed before answering
 - c. Some questions will have 1 or more images to be viewed to answer the question
 - d. Admin panel of mobile phone will allow us to manage those questions and their scoring
15. Transportation view
 - a. Bus Routes and schedules
 - b. Click on Bus-Route for Live View location on Maps
 - c. Click on “get ticket” to generate QR Code bus-ticket
16. Any other views that may be necessary to build to aid in the features and functionalities requested

Our proposed development cycle

1. List all user-stories, tasks, screens, ui-elements
2. List all backend contact points
3. List all new api's that might need to be added, modified (specific to data-interchange b/w app and system)
4. Prepare the wireframe
5. Design user-interface, elements, colors, theme
6. Prepare mobile-app backend architecture to accommodate the 25 feature-points
7. Prepare the data-formats for all the new content that needs to be added (in parallel, then get respective stakeholders to begin data+content preparation)

8. Map out all features with the tech-stack framework and which features require which libraries, ensuring compatibility and similarity across android and ios
9. Finalize the developer task-list based on the above
10. Track weekly development progress, ensure development framework allows multiple developers to work on different functionalities simultaneously
11. Use a proven test-driven development tool to ensure code produced is testable, and all code has sane error handling
12. Create ui elements, colors, icon assets to be used with all developers
13. Develop, test, deploy features, screens, flows, functionalities in a cyclical manner

Terms and Conditions:

1. All submitted proposals and accompanying documentation will remain confidential and will only be used for evaluation purposes.
2. The project timeline, budget, and scope may be subject to negotiation and adjustments based on mutual agreement.
3. Intellectual property rights (all design, programming, code-versioning, ideation, logos, icons, color-palettes, vector graphics, in-app content, functionalities, feature names, algorithms and other non-explicitly mentioned assets) of the developed mobile app will belong to our organization during the entire project's life cycle.
4. Source-code version branches will be accessible to our development team and daily/weekly builds will be accessible to our development team during the entire life cycle of the project.
5. The selected vendor will be required to sign a non-disclosure agreement (NDA) and a service agreement before commencing work.
6. Our organization reserves the right to accept or reject any proposal and to terminate or reissue this RFP at any time.

Important Dates:

- RFP Release Date: 17 May 2023
- Proposal Submission Deadline: 26 May 2023
- Shortlisting Notification: 29 May 2023
- Presentation/Demonstration (if applicable): TBD
- Project Award and Contract Signing: 5 June 2023

We appreciate your interest in this project and look forward to receiving your proposal. If you have any questions or require further clarification, please contact Omar Marosh at omar.m@e-dc.com or +971588779953.

Sincerely,

Omar Marosh

For Excellence Driving Center L.L.C.