



WOMEN'S FLAT TRACK DERBY ASSOCIATION

RULES APP FOR ANDROID DEVICES REQUEST FOR PROPOSAL

Issue Date: February 14, 2013

Due Date: March 1, 2013

WFTDA RULES OF FLAT TRACK DERBY ANDROID APP REQUEST FOR PROPOSAL

The Women's Flat Track Derby Association (WFTDA) is seeking proposals from qualified firms or individuals to assist with the creation of a mobile Rules application for Android devices.

Background

The WFTDA is the international governing body for the sport of women's flat track roller derby, and a membership organization for leagues to collaborate and network. There are currently more than 250 member and apprentice leagues.

The WFTDA sets standards for rules, seasons, and safety, and determines guidelines for the national and international athletic competitions of member leagues. The organization is composed of a volunteer Board of Directors and elected Officers and a handful of paid staff and consultants. Each league appoints one or more skaters and officials to represent their league and serve on a WFTDA committee, such as Finance, Marketing, Sanctioning, and Referee Certification.

About the Project

We are requesting proposals to rebuild our Rules App. The existing app was built for iOS only, and works with iPad 2, iPad, iPhone 4, iPhone 3GS, iPhone 3G, the original iPhone, and iPod touch. We would like to expand our supported platforms to include Android devices.

App data will be updated by WFTDA volunteer staff, and the app will be sold in the Android Market.

All data and content will be provided by the WFTDA to the contractor.

Core Requirements

- All rules text and core content must be available offline (downloaded content stored locally on device)
- Content includes:
 - The Rules of Flat Track Roller Derby
 - Track design (images)
 - Rules Publications (Q&A)
 - Referee hand signals (images/videos)
 - Officiating Standard Practices
 - Minimum skills requirements

- Users may add and organize bookmarks to favorite sections
- Users may quickly find any term within any document using a search function
- Automatic data updates from wftda.com
- Referee hand signal flashcards and videos
- High-quality, zoomable track layout and marking guides
- Support notifications for new publications or content updates

See the Appendix below for screenshots from the current app.

Additional Features

The following are not hard requirements for the first release, but may be included in future releases or increase the value of this project for the WFTDA. The ideal partner will make informed recommendations for or against these and other features/ideas.

- Allow for premium content available at an additional fee
- Include an interactive quiz or other training tools
- Use a shared data source with the website and/or printed documents
- Include multilingual content

We are also interested in flexible development frameworks, such as PhoneGap or Marmalade, that will facilitate multi-device compatibility (e.g. iOS, HTML5, etc.) with minimal ongoing maintenance or additional investment.

Process & Timeline

We will collect proposals through March 1, 2013, and conduct follow-up interviews through March 15. The selected vendor will be notified by March 22. Desired project completion date (new app available via Android Market) is June 30, but the final schedule and milestones will be determined in collaboration with the selected vendor.

Responses due: March 1

Evaluation and follow-up meetings: March 2 - 15

Firm selected: March 22

Project start: April 1

Term of contract: Pending vendor selection and negotiation

Payment schedule and milestones: Pending vendor selection & negotiation

Evaluation Criteria

Proposals will be evaluated on overall best value for the WFTDA based on quality; service; price; the proposer's demonstrated experience in similar projects; and the proposer's business and technical reputation and capabilities. The top candidates will be interviewed to determine which firm or consultant most closely meets the needs of the WFTDA.

Proposal Guidelines

The proposal should contain the following components:

Company Information, or Personal Background if Independent Contractor

Please describe your company, including:

- Core competencies and areas of expertise
- Years in business
- Office locations and number of employees
- Key personnel who would be involved with this project
- Number of clients and brief description of client base, with focus on clients or projects similar to this one
- Typical workload: smallest and largest recent client/project, typical and maximum number of concurrent projects
- What is your familiarity or experience with roller derby, and what makes you a good fit for the WFTDA?

Cost

Will you charge an hourly rate or a project rate? What licensing fees, if any, apply? What is the fee for ongoing maintenance? Please provide a specific breakdown of your pricing.

Project Management & Development Process

This section should identify:

- Technical Approach (proposed platform, basic project steps, etc.)
- Key project phases and deliverables (design documentation, specs, test plan, etc.)
- Client responsibilities (What information or support do you need from the WFTDA throughout the project?)

Timing

The proposal should include a high-level project schedule, with milestones expressed in number of weeks after the contract is awarded.

Training and Ongoing Support

- Describe the training you think would be necessary for WFTDA personnel to use and manage the new system, and the format in which training would take place, such as user guides, webinar, on-site, train-the-trainer, or a combination.
- The WFTDA expects to take responsibility for the new system once deployed, but may need occasional customer support or development assistance. Please describe ongoing maintenance and support options available.

References

Please provide 2 - 3 client references, preferably from nonprofit or volunteer organizations.

Contact Information

Proposals and all related materials must be submitted via email no later than March 1, 2013. Send proposals and direct any questions to:

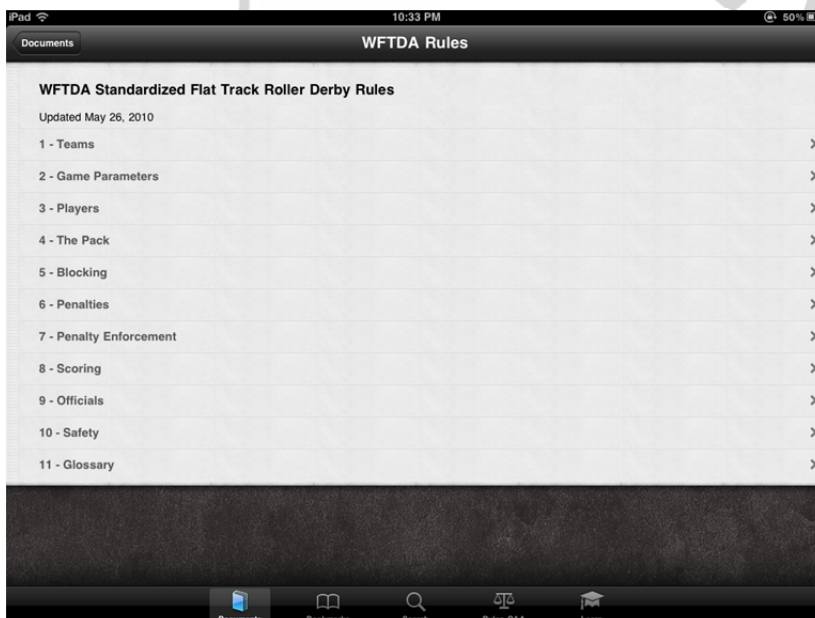
Niki Hammond
niki@wftda.com
347-497-6454

Appendix

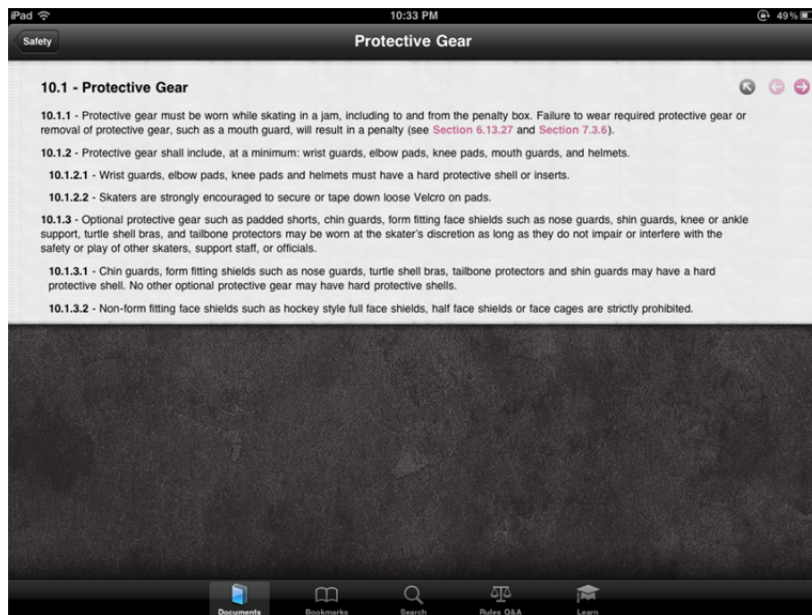
Screenshots from current iOS app:



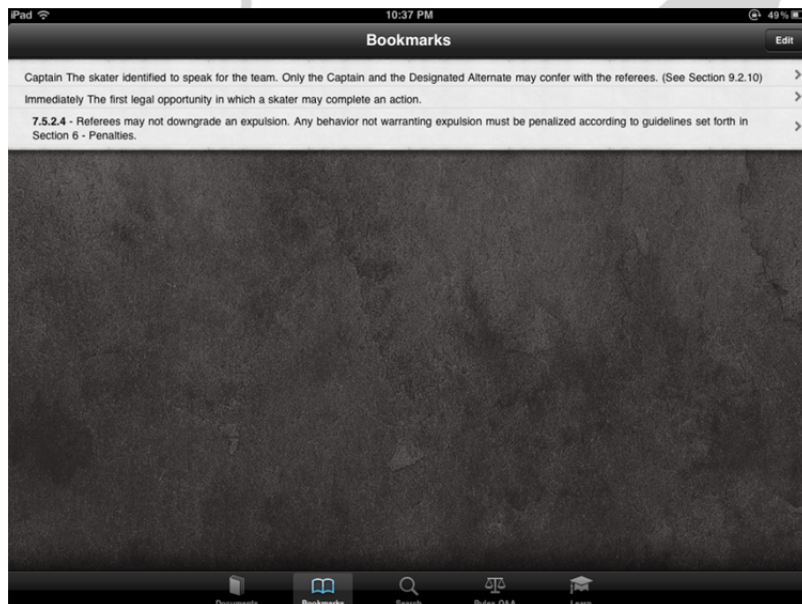
Opening screen



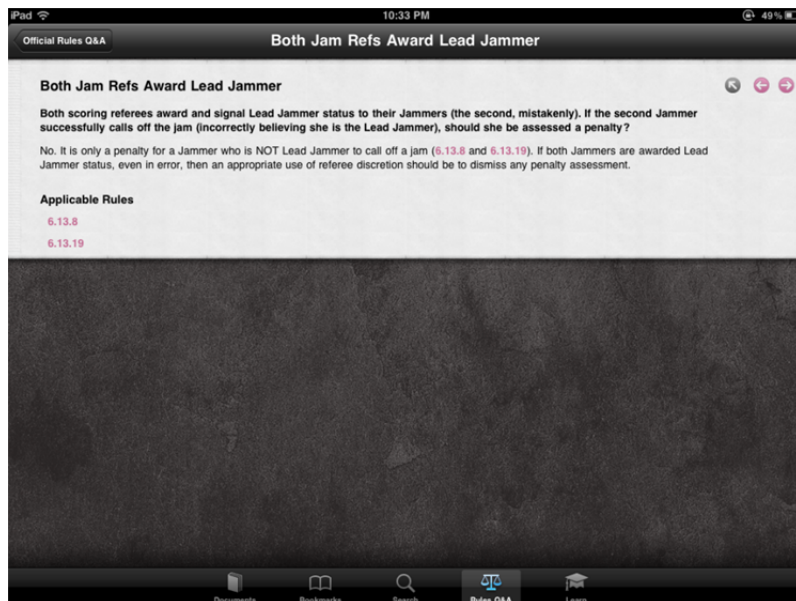
Rules index



Individual Rules



Bookmarks



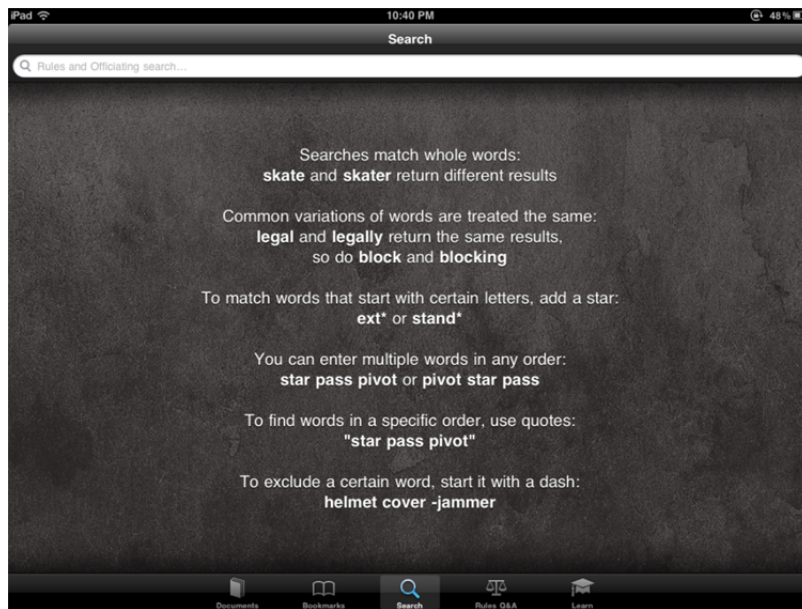
Official Rules Q&A



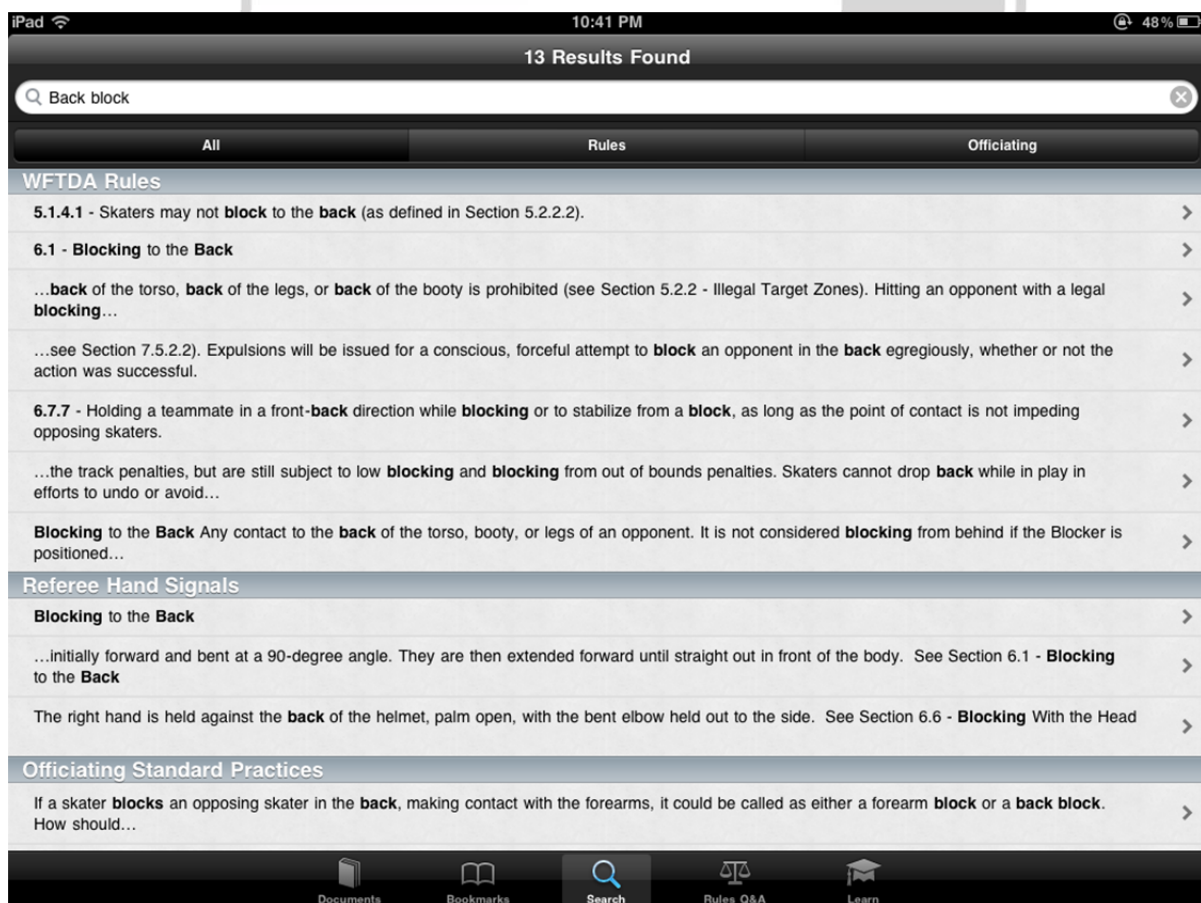
Hand Signal Flashcard



Hand Signal Flashcard revealing answer



Search function



Search results