

Response to RFP:
Crowdsourcing Transportation Solution

Example

A. Executive summary

We would like to thank X company for providing us with the opportunity to respond with a proposal for the Crowdsourcing transportation solution development services. We understand this is a competitive process and that X company is searching for the right partner to provide best practices, excellent technology and support services expertise while leveraging broad technology and cost-saving experience in guiding X company through this project.

Summarizing the document, please find the proposal's key concepts below :

- X company is seeking a vendor to design and develop a solution to enable users and owners of large vehicles to find each other and collaborate for moving large items from one location to another.
- The solution will comprise of three components:
 - A mobile app (iOS) for company clients and drivers
 - A custom website and landing page, integrated with the web administrator application
 - A cloud-based web application for collecting, storing and managing user data, as well as managing website content
- We are sure that we possess the experience, skills and commitment to undertake this project in approximately **3 months**.
- The provisional cost of services is estimated from **\$XX,XXX** with +/- 15% possible variation, and breaks down into:

○ WebSite, Landing and Content pages	\$X,XXX
○ iOS mobile app	\$XX,XXX
○ Administrator Backend	\$X,XXX
○ Project management and governance	\$X,XXX
- The services will be provided on a time and material basis.
- Itransition guarantees a 2-month warranty period taking effect immediately from project acceptance. During this period, any defects discovered will be fixed free of charge.

B. Proposed Scope

X company is a startup transportations company, aiming to take the market niche in the West Coast states territory. Here at Itransition we understand the importance of such factors as time and quality of approach to make this effort a success. Therefore, we've carried out a deep investigation of project requirements, industry opportunities and understood that the fast start of the application should include the most essential features that will allow the business to launch smoothly, with the possibility to add more functionality at a later time, in thoroughly considered and prepared steps.

The current proposal shall include the limited MVP functionality with a website, administrator's backend, and the mobile application for iOS version 7+ smartphones. We believe that the proposed scope of features will be sufficient for initial launch of the product on the market.

Roles

We identified the following system roles with proposed user functionality:

Administrator: a company representative, responsible for managing company website content. Managing application statistics, users, and driver profiles. Shall operate from a web administrator's interface.

Driver: an application user, has to register through the company website via a specially made questionnaire. Approved drivers receive application credentials from the administrator. Users access the modified mobile application interface with features needed for convenient driver operation. The driver profile can be managed via both mobile and web.

Client: a mobile application user with a need to transport an item from one location to another. Can register and manage profile using a mobile device or a web interface. Shall request transportation through the mobile interface.

Administrator Interface

The role of the Administrator shall include the following:

- manage website, blog, and landing page content;
- manage Client profiles;
- manage Driver profiles, including submitted questionnaire reviews, approval or rejection, managing payments to Drivers, managing feedback;
- working with statistics tools.

Driver Interface (mobile)

The mobile Driver interface shall allow the driver to perform the following functions:

- order management;
- transit management;
- profile management with access to payment information;
- alerts section, allowing to receive updates of new transportation requests, company updates, etc.

Client interface (mobile)

The mobile application for the company Clients shall have the following functional modules:

- new order section, allowing to submit as many details of the items to be transported as needed;
- payment module, where a Client would pay for requested transportation;
- transit module, allowing to view route, dispatch and estimated arrival times, as well as contact the driver
- profile management section
- alerts section, with updates on requested orders and company services.

Transit List and Map View

The section shall allow users to view all historic services, and enter the details screen. The details screen shall allow users to view the transit route, time the transit started and estimated delivery. The screen conveniently places the driver information and the call-from-app option to contact the driver.

Driver Profile

Tapping on the driver image the user enters the driver profile page, which contains relevant driver information, including the most recent feedback from previous service users.

Ordering services

The user describes the item to be moved, uploads a photo, enters dispatch and delivery locations and chooses the preferable pickup time or period. Then the user is offered a confirmation screen with a payment option, warning that the system shall launch the search when the payment has been completed. If a user has not completed the payment, the application shall save the item for a limited time and list it on the Transit screen with “payment pending” status.

Website

We envision the following pages and features required for the product launch:

- Application landing page
- “About Us” section
- “How It Works” section
- Pricing page
- Map showing areas of operation
- Blog section for company news, articles, and promotional updates
- Links to legal materials (end user agreement, terms of service, etc.)
- User account creation and account management
- Driver application area

The website content pages will be managed from the administrator's backend.

C. Project Approach

The key ideas of how we will approach the project are summarized below.

Process

- Waterfall methodology
- ltransition will provide analysis, design, development, testing and post-release support to X company
- QA testing will be provided by an independent internal QA team, while final user acceptance is to be provided by X company
- The application will be hosted on a staging environment, and then provided to X company for deployment and final testing on a live environment

Communications

- We expect X company to allocate a single point of contact to supervise the development effort and provide subject matter knowledge to our team
- The person should be available during business hours Central time
- Certain technical support should be provided by X company for ltransition to deploy the solution components into the live environment provided and publish the mobile application to the App Store.

Technologies

- ASP.NET MVC technology is proposed for the Web application
- Xamarin platform (<http://xamarin.com>) is suggested for the mobile application to provide native UX for mobile users
- The mobile application will be designed to run on iOS 7+ devices

We recommend using Xamarin framework for this project as one of the most cost-effective solutions to develop multiple mobile applications for iOS and Android with the same functionality.

Xamarin is a commercial multi-platform framework for developing native mobile applications.

The rationale behind using Xamarin to develop the apps is as follows:

- Native performance: C# code wrappers allow to reuse 90% of native code. That means developers may use existing Google and Apple documentation to build applications and utilize pure native features;
- Native look and feel: UI elements are native. They do not just emulate native elements style and behavior. They are genuinely native and use all the native features and settings;
- Platform embedded access to device-specific features (camera, GPS module, accelerometer, etc.);
- Android and iOS versions of the application will reuse about 50% - 80% of source code. This is about functional code and UI screens and controls. With the help of Xamarin Forms it is possible to share UI definition across all the platforms;
- Cost advantages of cross platform technologies: every new platform costs approx. 50% less than the previous platform development;
- Is a multi-platform technology: a multi-platform technology might be the best choice for keeping the same standards of performance with native.

Post –release support

- Since the expected amount of support effort (i.e. support enquiries) is not known, Itransition proposes to handle it on a time and materials basis, calculated on the hourly rate and billed monthly
- Itransition will assign a point of contact available for all support enquiries.

D. Estimated Costs and Timelines

Itransition anticipates the overall project cost to be **\$XX,XXX** with possible variation of **+/- 15%**. The project can be complete in approximately **3 months**.

Component	Estimated Costs, USD	Description
Website, Landing and Content pages	\$X,XXX	A custom website and landing page, integrated with the web administrator application.
iOS mobile app	\$XX,XXX	A mobile app for drivers and clients

Administrator Backend	\$X,XXX	A cloud-based web application for collecting, storing, and managing user data, as well as managing website content
Project management and governance	\$X,XXX	Project management
Total Service Fees:	\$XX,XXX	

Please note:

- Costs listed are given for the services only. Travel expenses, should they be required, may be billed as reasonable, accompanied by valid expense documentation.
- This proposal terms and conditions are valid through Jan 30, 2017.

Estimated Costs for MVP

This section details costs breakdown by specific project tasks.

X company (Web + Mobile App)	Estimated Workload, h	Estimated Cost, \$
Website: Landing and Content	288	\$X,XXX.XX
Design	78	\$X,XXX.XX
UI mockups and requirements specification	33	\$X,XXX.XX
Visual design	45	\$X,XXX.XX
Development	145	\$X,XXX.XX
Content pages		

About Us/Landing	3	\$XX.XX
How It Works & FAQ	3	\$XX.XX
Pricing	3	\$XX.XX
Service Maps	3	\$XX.XX
Blog page	14	\$XXX.XX
User Agreement, Terms of Service	3	\$XX.XX
User self-registration	28	\$XXX.XX
User profile management		
View /edit profile	28	\$XXX.XX
Driver Questionnaire	24	\$XXX.XX
Driver profile management		
View /edit profile	12	\$XXX.XX
View job history and payments	24	\$XXX.XX
QA	45	\$X,XXX.XX
Test documentation design	3	\$XX.XX
Full-feature testing	26	\$XX.XX
Regression testing	9	\$XXX.XX

Cross-browser testing (latest versions)	7	\$XXX.XX
Delivery	20	\$XXX.XX
Configure live environment	7	\$XXX.XX
Deploy web application in live environment	10	\$XXX.XX
Final QA check	3	\$XX.XX
Administrator Backend	204	\$X,XXX.XX
Design	58	\$X,XXX.XX
Requirements specification	58	\$X,XXX.XX
Development	112	\$X,XXX.XX
Content management system		
Manage 6 content pages	14	\$XXX.XX
Manage blog	13	\$XXX.XX
Driver profile management		
Review/approve/decline driver profiles	19	\$XXX.XX
Generate application IDs	7	\$XXX.XX
Manage payments	21	\$XXX.XX
(get calculations for weekly check amounts)		

Manage driver ratings	17	\$XXX.XX
User statistics tool	14	\$XXX.XX
Google analytics tool	7	\$XXX.XX
QA	25	\$XXX.XX
Test documentation design	2	\$XX.XX
Full-feature testing (Chrome)	18	\$XXX.XX
Regression testing	5	\$XXX.XX
Delivery	9	\$XXX.XX
Deploy to customer environment	9	\$XXX.XX
Mobile Application iOS 7+ smartphone w API	759	\$XX,XXX.XX
Design	74	\$X,XXX.XX
UI mockups and requirements specification	37	\$X,XXX.XX
Visual designs Android, iOS smartphone	37	\$X,XXX.XX
Development	534	\$XX,XXX.XX
Core and initial setup	31	\$XXX.XX
User Authorization	14	\$XXX.XX
Password change/reset	28	\$XXX.XX

User Profile		
Client self-signup	47	\$X,XXX.XX
View/edit	32	\$XXX.XX
User Settings	13	\$XXX.XX
Get User location	9	\$XXX.XX
Google maps integration	14	\$XXX.XX
Match locations	24	\$XXX.XX
Create route/Get directions	28	\$XXX.XX
Estimate time en-route	19	\$XXX.XX
User alerts screen (timeline) w. auto refresh	28	\$XXX.XX
Create an item for transportation		
take/upload photo	14	\$XXX.XX
enter dimensions	7	\$XXX.XX
enter comments	19	\$XXX.XX
Send a transportation request	14	\$XXX.XX
Receive Job estimate	12	\$XXX.XX
View Driver profile (ratings, feedback)	32	\$XXX.XX
Reject Driver for ordered transportation	11	\$XXX.XX

Leave driver feedback (rating, comments)	21	\$XXX.XX
Initiate a phone call (using device capabilities)	4	\$XXX.XX
Working with client orders		
View client orders list	26	\$XXX.XX
Sort orders by distance	9	\$XXX.XX
Sort orders by date	9	\$XXX.XX
View order	24	\$XXX.XX
request Accept/Decline transportation	19	\$XXX.XX
Timer start/end/record	12	\$XXX.XX
Payment Gateway integration	45	\$X,XXX.XX
QA	112	\$X,XXX.XX
Test documentation design	5	\$XXX.XX
Full-feature testing iOS app	60	\$X,XXX.XX
Regression testing	26	\$XXX.XX
Compatibility testing	21	\$XXX.XX
Delivery	8	\$XXX.XX
Publish iOS application to the App Store	2	\$XX.XX

Final QA check	6	\$XXX.XX
Project Management	150	\$X,XXX.XX
TOTAL SERVICES:	1401	\$XX,XXX.XX

Estimated Costs for Optional Features

During our preliminary discussions we singled out several features that did not get included into the main project scope. Nevertheless, it was decided to bring the estimations for the said functionality separately for the client's consideration.

Optional Features	Estimated Extra Cost, USD	Description
Mobile app for Android devices	\$X,XXX – \$XX,XXX	Develop a mobile application for Android 4.4+ and Windows Phone devices. The figures include porting the functionality described in the main scope to Android and Windows Phone platforms. If done alongside with the main development process, it significantly decreases resource requirements, which translates into cost effective development estimates.
Mobile app for Windows Phone devices	\$X,XXX – \$X,XXX	
Social Networks Integration	\$XXX – \$XXX	Implies social networking functionality for mobile application users, with options to invite friends to use the X company application or service in social networks
Traffic checker (considers traffic in estimations or proposes alternative route)	\$XXX – \$XXX	The tool can work using either Google map functionality, or another cost effective traffic estimation option.
Mobile advertisements platform integration	\$XXX – \$XXX	Integration with the most effective advertising platform.

<p>Push notifications</p>	<p>\$X,XXX – \$X,XXX</p>	<p>Shall include the following types of alerts sent to mobile application users:</p> <ul style="list-style-type: none"> ● Notify users of a truck arriving at a certain time (e.g. in 10 minutes) ● Notify users that the truck has arrived ● Notify Drivers of a Job available ● Notify Drivers of a payment made by the company <p>In the current scope, the role of alerting the user is given to the Timeline section, while we believe that as soon as push notifications are implemented the section shall play an important role in broadcasting company updates and marketing information to end clients.</p>
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Estimated Delivery Timeline

The delivery timeframe for this project, which is estimated at approximately 3 months, is explained below.

Project Activity / Timeline	Feb'17	Mar'17	Apr'17
Website, Landing and Content pages	█	█	
iOS mobile app	█	█	█
Administrator Backend			█
Integration and delivery of Website, Publishing Mobile application			█

Team Composition / Hourly Rates

The following team composition and hourly rates are proposed:

Resource	Allocation, FTE	Hourly Rate
Project Manager	35%	XX USD/hour
Business Analyst	100% as needed	XX USD/hour
Graphic Designer	100% as needed	XX USD/hour
Mobile Developer	200%	XX USD/hour
Web Developer	100%	XX USD/hour
QA Engineer	100%	XX USD/hour

E. Improvement Ideas

Here at ltransition we are excited to have a chance to bid on X company project, as we believe we understand the customer needs and are able to meet the requirements. What is more, we are ready to take the project further with customer improvements that will make X company stand out from the competition with unique services and service offering. In this section, we wanted to suggest a few ideas that can contribute to further application and service development. Here they are:

- Gamification for Drivers: rating system, virtual awards, top driver of the month, etc. with percentage increase of driver earnings for such.
- “Where is my item now” real-time tracking for Clients.
- “Get directions” option for Drivers.
- Add the option to pick items at several locations or deliver to more than one location.
- Paid subscription for Drivers with which they get new order notifications first; are able to search for orders in a different area (say, they have made a delivery and want to get another delivery on the way back); special route planning options; additional options with earnings display (say, add graphic representation).
- Advertising: can be added to most used screens, such as order transit screen for users and new order list browsing for drivers.
- Bonuses/discounts to Clients for inviting friends.
- Add Apple Watch/Android Wear support, with notifications, animated delivery process, etc.

- The onsite landing page and the in-app “About” section show total statistics of items delivered and distance travelled by company Drivers.