

Scope of Work

for READ Connect Application Development

1. Introduction

READ Foundation is seeking a qualified vendor to develop and enhance our **READ Connect** mobile application, which will serve as a key platform for engaging donors and facilitating their interactions with the Foundation. This application will support both Android and iOS platforms, featuring a user-friendly interface, real-time reporting, and integration with payment gateways. The purpose of this RFP is to solicit proposals from experienced development firms capable of delivering the specified functionalities within a defined timeline.

2. Background

READ Foundation is a leading non-profit organization working towards providing quality education to underprivileged communities. The **READ Connect** mobile app aims to strengthen the connection between donors and the Foundation, allowing real-time access to donation details, project updates, and a platform for communication.

The existing **READ Connect** application is currently available on the Play Store. You can download and explore the current version using the following link:

- **READ Connect Download Link:** <https://readfoundation.org/downloads/>
- **User ID:** 6105
- **Password:** 6105

The vendor must review this **initial draft of the application** to gain a clear understanding of its current features and functionality. The project requires the vendor to **first update the existing Android version** of the application and then proceed to **develop and launch it on iOS**.

3. Objectives

The primary goal of the READ Connect app is to:

- Enhance donor engagement by providing them with real-time updates.
- Allow seamless, secure donation processing through integrated payment gateways.
- Provide access to reports, project impact summaries, and milestones.
- Streamline communication between donors and the Foundation.
- Enhance transparency and trust through clear and accessible data.

4. Scope of Work

The vendor is expected to:

1. **Develop the READ Connect Application** for both **iOS and Android** platforms with the following features:
 - **User Profiles:** Enable users to create, view, and update profiles.

- **Donor Dashboard:** Provide an overview of donations, projects, and updates.
 - **Project Reports:** Access to detailed reports, progress tracking, and photo galleries of funded projects.
 - **Real-time Notifications:** Push notifications for project updates, donation acknowledgments, and events.
 - **Payment Integration:** Integration with payment gateways (e.g., PayPro, JazzCash, HBL) for easy, secure donations. This shall also include the offline payment receipt sharing option.
 - **Messaging/Contact Feature:** Facilitate communication between donors and the Foundation.
 - **Social Sharing:** Allow users to share their contributions and project impacts on social media platforms.
 - **Event Calendar:** A schedule of upcoming events, visits, and campaigns.
 - **User Feedback Mechanism:** Gather feedback and reviews from donors regarding their experience.
2. **Enhance the Existing Android Version:**
- Improve the **user interface (UI)** and **user experience (UX)** for better navigation.
 - Upgrade the **reporting section** to provide dynamic, real-time updates with interactive graphs and charts.
 - Incorporate features for **personalized donor impact summaries**.
 - Optimize performance to reduce loading times and improve overall app stability.
3. **Develop the iOS Version:**
- Build an **iOS version** of the app using the **Xamarin framework**.
 - Maintain consistency with the Android version for a seamless experience across platforms.
4. **Technical Specifications:**
- Ensure **responsive design** for various mobile devices and screen sizes.
 - Adhere to the latest **security protocols** and encryption standards.
 - Implement **data analytics** to track user behavior, app usage, and donor trends.
5. **Design Input:**
- The READ Foundation has already shared an initial **design** and **requirements** for the application. However, the service provider is encouraged to **suggest improvements** or a **better layout** and design for an enhanced user experience.
 - A **detailed scope document** outlining the features, functionalities, and user flow is attached with this RFP for reference.

5. Deliverables

The vendor will provide:

1. An updated Android version of **READ Connect**.
2. A fully functional **iOS version** using **Xamarin**.
3. A detailed **user manual** and training for the Foundation's staff to manage and update the app.
4. **Regular updates** and **maintenance** for 6 months post-launch, including bug fixes and minor feature enhancements.
5. Comprehensive **testing** of the app, ensuring there are no critical bugs, security vulnerabilities, or performance issues.

6. Proposal Requirements

Vendors should submit proposals containing the following information:

- **Company Overview:** Background, relevant experience, and portfolio of similar projects.
- **Project Plan:** A detailed timeline, milestones, and work breakdown structure (WBS) for the development of the app.
- **Technical Approach:** Proposed technology stack, tools, frameworks, and security protocols.
- **Team Structure:** Key personnel, their roles, and relevant experience.
- **Cost Estimate:** Detailed cost breakdown, including development, testing, deployment, and maintenance.
- **Support and Maintenance Plan:** Outline of post-launch support services and costs.

7. Timeline

The project is expected to be completed in **three phases**:

1. **Phase 1:** Requirement Gathering and Design (2 weeks)
2. **Phase 2:** Development and Testing (8 weeks)
3. **Phase 3:** Deployment and Maintenance (2 weeks)

The entire project should be completed within **3 months** from the start date.

8. Selection Criteria

Proposals will be evaluated based on the following key factors:

1. **Company Profile:**
 - Proven experience in mobile application development (specifically in non-profit, donor-related, or financial sectors).

- A portfolio of successfully delivered mobile applications, preferably in similar projects.
 - Strong reputation and positive feedback from previous clients.
 - Financial stability and ability to support the project's long-term needs.
2. **Technical Approach:**
- Clear understanding of the project's objectives and requirements.
 - Innovative approach and solutions proposed to achieve the project goals.
 - Use of modern technologies, tools, and frameworks.
 - Adherence to security, privacy, and performance standards.
3. **Project Plan and Timeline:**
- Detailed project plan with achievable milestones and deliverables.
 - Realistic project timelines with a focus on meeting deadlines.
4. **Cost Effectiveness:**
- Competitive pricing for the services offered, balancing quality and affordability.
 - Transparent breakdown of all costs, including development, maintenance, and ongoing support.
5. **Team Expertise:**
- Qualifications and experience of key personnel involved in the project.
 - Expertise in app development, UI/UX design, and integration of payment gateways.
6. **Presentation to the Selection Committee:**
- Shortlisted vendors will be invited to **present their proposal** to the **Selection Committee**.
 - Presentation should include a **detailed demonstration** of the proposed approach, timeline, and technology stack.
 - Vendors should be prepared to **address questions** related to project delivery, support, and post-launch services.
7. **Post-Launch Support:**
- Quality and comprehensiveness of the proposed support and maintenance plan.
 - Ability to provide timely updates, bug fixes, and enhancements post-launch.
8. **Submission Guidelines**

Proposals must be submitted by **05 November 2024**. Please email your proposal in PDF format to with the subject line "Proposal for READ Connect Application."