

PROJECT PROPOSAL:

GoWell Network & Mobile App

Nik Ridley, Creative Director / Partner

ArtSnob Art | Advertising | Design Agency | www.artsnobagency.com | (720) 378-8926



Wellness | Food | Fitness Network

INTRODUCTION

ArtSnob Advertising | Art | Design (AS Agency) is a boutique agency located in Denver, Colorado that specializes in systems, web, and print design. We also provide advertising services as it relates to event, branding and marketing campaigns. We are excited to present our proposal in developing GoWell's Minimum Viable Product for the purpose of building a culture of collaboration via the dissemination of tools and best practices, engagement of partners in discussion and information sharing, and the connection of efforts across disciplines and geography.

TIMELINES, DELIVERABLES

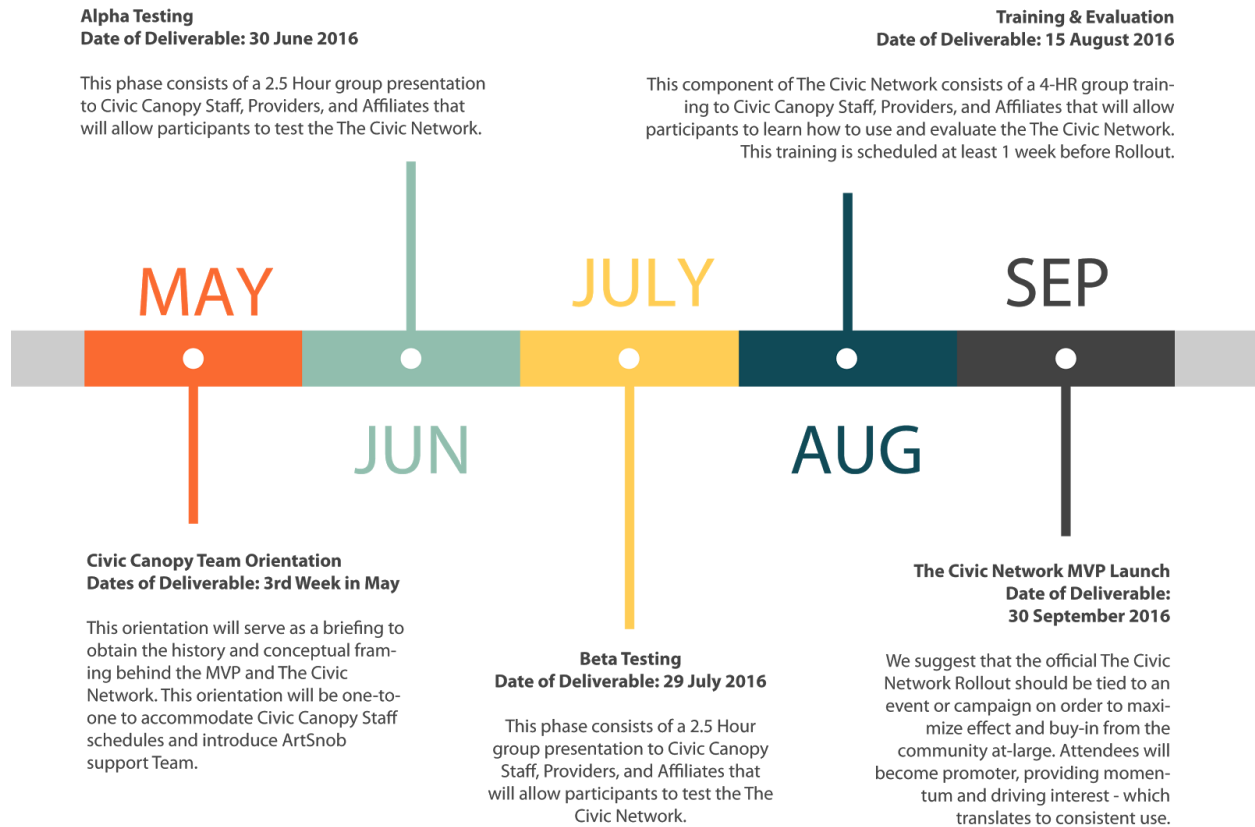
Review/Orientations: May, 2016

Alpha completed: 30 June 2016

Beta completed: 29 July 2016

Launch strategy developed: 15 August 2016

GoWell MVP launched: 30 September 2016

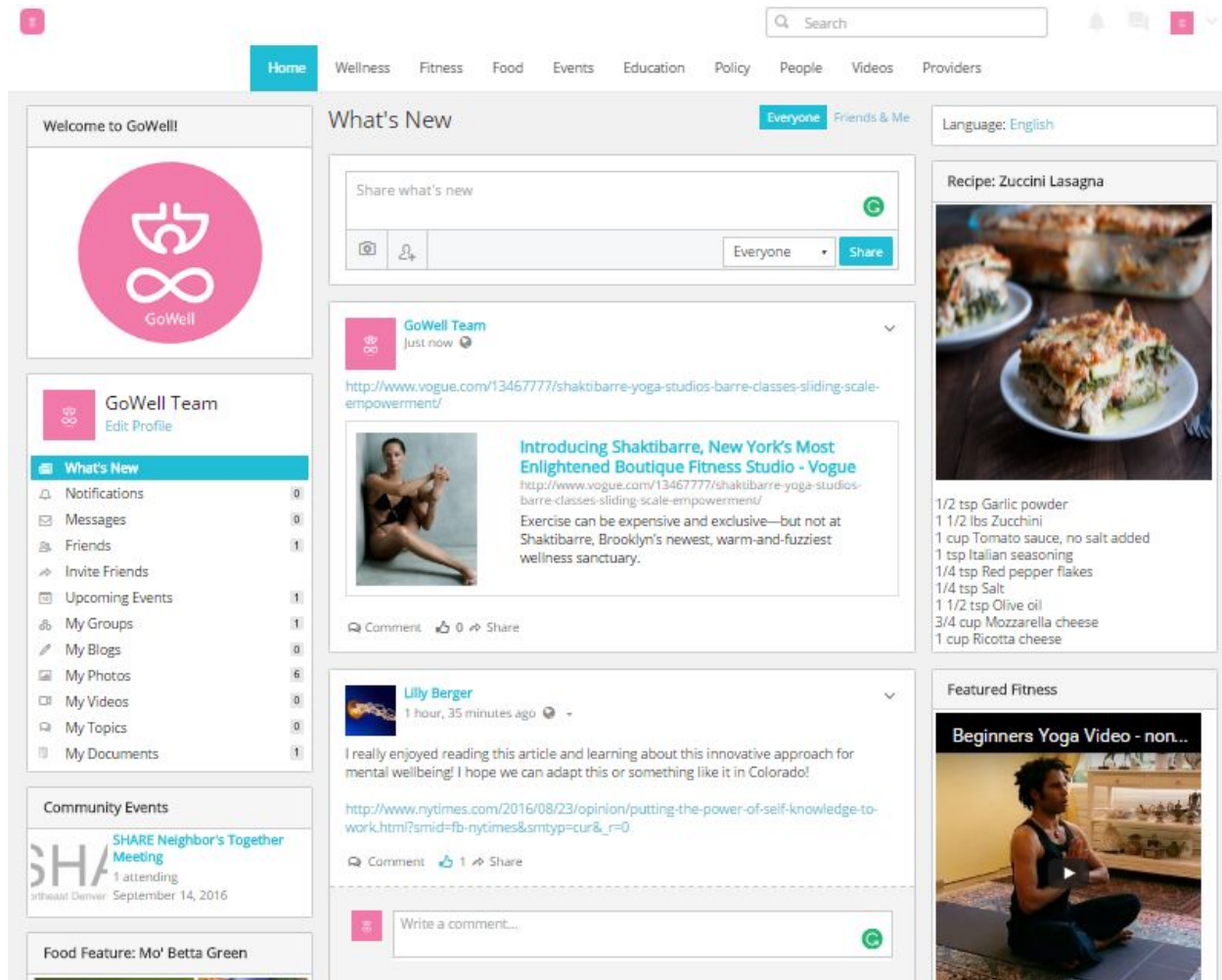


EXPERTISE IN COLLABORATIVE TECH PLATFORM DESIGN

Nik Ridley, Founder and Creative Director of AS Agency transitioned from VP of Operations for Colorado Energy Experts/Denver SolarMart in 2015 to fulfill his passion for art, people, and technology. With 20 years experience, and as an active member of the NE corridor for over 10 years, Ridley has contracted as Client Database Developer with Urban Peak (2006), Assistant Education Director at Cleo Parker Robinson Dance Theater (2007), Curator/Webmaster for the Black American West Museum (2009-11), Manuel H.S. Instructor (2012), member of EastSide Growers, and most recently receiving a SHARE/Civic Canopy community grant to develop a NE Denver-specific wellness App (GoWell), Ridley has demonstrated a commitment to the Denver community.

GOWELL DESIGN & INFRASTRUCTURE

To facilitate buy-in and an efficient streamlining of the testing, training, and rollout process, we propose the use of an interface that is similar to Facebook / LinkedIn for GoWell. This will shorten the learning curve, while simultaneously taking advantage of User familiarity in using this type of platform. Here are the basic features, parsed by category per GoWell RFP:



*GoWell owns all rights in this framework - software and infrastructure are proprietary. Similar interface as LinkedIn/Facebook for ease of use.

Profiles (Individuals and Organizations)

Individuals and Organizations will have the following capabilities associated with their User account:

- Activity Feed
- Friends
- Profile Search
- Searchable Custom Profile Fields

- Profile Privacy Settings
- Profile Cover Picture
- Featured Profile
- Friendly Profile URL

Collaborative Workspaces (Groups)

Our Platform allows for the creation of highly customized user groups featuring a great level of interaction. The latter becomes evident in the form of activity feeds, featured groups, and addition of photos, videos, and topics.

There is also dedicated “invitation system” with approval mechanism to invite others in groups and retain their privacy through privacy options. The group members can even search across groups and take advantage of social sharing options. Below is a menu of features for this module:

- Activity Feed
- Group Photos, Videos, Topics
- Invitation System
- Privacy Options
- Featured Groups
- Group Search & Category
- Social Sharing
- Membership Approval

Permissions / Tagging / Keywords / Search

Similar to Facebook or LinkedIn, GoWell will allow users of all tiers to personalize their privacy and sharing settings, as well as query and search via tags or topics.

- Tags
- Topics Search (including by Category)
- Pin/Lock Topic

Voting / Rating / Polls

Allows members of GoWell to create polls and receiving answers from other community members. Polling requires very low engagement from participation thus it helps increase social activities and interactions on your social network.

Event Management

An added feature is the capability to create, manage, and track any events-related offering such as: workshops, services, fundraisers, conferences, community meetings, etc.

- RSVP Tracking
- Activity Feed
- Invitation System
- Privacy Options
- Event Search & Category
- Sharing
- Event Map

ACTIVITIES, SCOPE OF WORK

Civic Canopy Team Orientation

Dates of Deliverable: 3rd Week in May

Method: One-to-One

This orientation will serve as a briefing to obtain the history and conceptual framing behind the MVP and GoWell. This orientation will be one-to-one to accommodate Civic Canopy Staff schedules and introduce ArtSnob support Team.

Civic Canopy Updates

Dates of Deliverables: 5/18, 6/1, 6/15, 6/29, 7/13, 7/23, 8/10, 8/31, 9/14, 9/28

Method: Email

ArtSnob Agency will provide a detailed monthly report outlining benchmarks and updates to track progress and ensure that project is sound and on-schedule.

Alpha & Beta Testing

Date of Deliverables: 30 June 2016 and 29 July 2016

Method: Group Presentation

This phase consists of a 2.5 Hour group presentation to Civic Canopy Staff, Providers, and Affiliates that will allow participants to test the GoWell.

Training & Evaluation

Date of Deliverable: 15 August 2016

Method: Group Presentation

This component of GoWell consists of a 4-HR group training to Civic Canopy Staff, Providers, and Affiliates that will allow participants to learn how to use and evaluate the GoWell. This training is scheduled at least 1 week before Rollout.

GoWell MVP Launch / Rollout

Date of Deliverables: 30 September 2016

Method: Event/Campaign

We suggest that the official GoWell Rollout should be tied to an event or campaign in order to maximize effect and buy-in from the community at-large. Attendees will become promoter, providing momentum and driving interest - which translates to consistent use.

MOBILE APP INTEGRATION

We recommend rolling the GoWell Wellness App into GoWell. This combines both data and the user interface into one framework, within one centralized location. This strategy also decreases overall tech and IT costs since it is managed centrally and due to data being either aggregated or "pushed" from one source (GoWell).

BUDGET

The following budget consists of 6 main service areas: Review, Orientation/Updates, System Design & Development, Alpha & Beta Testing, Training & Strategy, and Project Launch. To keep costs reasonable and to have maximum value, our rates are billed at 210 project hours @ \$85 per hour (\$17,850).

Item	Cost	Description
SHARE / Civic Canopy / GoWell Document Review, History survey, and organizational data aggregation	xxx	Includes: Civic Canopy Document Review, Organizational Survey, Organizational Data Aggregation, Reporting
Orientation, Updates, and Outreach	xxx	Includes: Orientations, Updates to Civic Canopy designated project manager(s), Provider and Community Outreach, Reporting
GoWell System Development & Design	xxx	Includes: System Development and Design, Network Implementation and Publishing, Software/updates, Shared Server Maintenance, Reporting
Alpha and Beta Testing	xxx	Includes: Setup, Presentation and Project Management and Reporting.
Recommendations,	xxx	Includes: Strategy Consultation, Training,

Training, and Rollout Strategy		Instruction, Reporting
Official Launch of GoWell (Event/Campaign)	xxx	Includes: Launch Development, Design, Consultation, Event Management, Reporting
Total	xxx	

RECURRING COSTS:

Shared Server Hosting: \$325/yr. (Dedicated Server extra charge)

RECOMMEND DISBURSEMENT SCHEDULE

Initial: May, 2016 (50% Disbursement)

Alpha completed: 30 June 2016 (12.5%)

Beta completed: 29 July 2016 (12.5%)

Launch strategy developed: 15 August 2016 (12.5%)

GoWell MVP launched: 30 September 2016 (12.5%)