

Request for CVs

World Soil Museum mobile application design & development

Closing date: 24 June 2024

Background

ISRIC–World Soil Information (hereinafter referred to as “ISRIC”) is an independent science-based foundation with a mission to serve the international community as a custodian of global soil information. We support the use of soil information to address global challenges through capacity strengthening, awareness raising and direct cooperation with users and clients.

ISRIC hosts the World Soil Museum (“WSM”), the only museum with a soil profile collection covering the entire globe. The WSM aims to inform and educate about the nature and diversity of soils worldwide and what that means for society and science.

In 2023, the WSM welcomed 3,200 physical visitors. To increase physical visits and expand its reach to virtual visitors, the WSM plans to create an informative and intuitive mobile application that sparks curiosity and engagement during visits.

Overview and objectives assignment

ISRIC has issued a call for CVs to identify, select and contract providers (referred to as, singular the “Bidder” or plural as “Bidders”) to design, build and develop a mobile application for the WSM as per the attached Terms of Reference (“Tor”).

Timing

Shortlisted bidders will be invited to an introductory meeting on 1-12 July.

The assignment is scheduled to start by September 2024 at the latest. The beta version of the application is expected to be finalized by January 2025, and the final version is scheduled to be ready by January 2026.

Indicative timeline:

Action	Deadline
Call for CV released	30 May 2024
Deadline to request additional information	7 June 2024
Responses to Bidder questions	11-13 June 2024
Deadline for submission CVs	24 June 2024
Introductory meeting with shortlisted Bidders	1-12 July 2024
Notification of selected Bidder	By 19 July 2024
Start date of selected Bidder	No later than September; negotiable
Beta version application ready	By January 2025
Final version application ready	By January 2026

Section 1

1 Instructions to Bidders

1.1 Introduction

ISRIC invites interested Bidder or Bidders to submit their CVs for consideration for the provision of the services detailed within this document.

1.2 Experience

The Bidder or Bidders must be qualified to provide the requested works, by meeting the criteria set out in paragraph 2.1 below.

1.3 Submission of documents

The Bidders are required to submit:

- ☐ A cover letter
- ☐ Their CVs outlining: professional credentials, experience and qualifications
- ☐ An overview of at least five (5) projects/clients for which/whom extensive mobile application design and development have been conducted and follow-up recommendations made. The deadline for submission is 23:59 CET on Monday 24 June 2024.

Additionally, the submission should incorporate and detail the 'Essential Criteria for Qualification' as outlined in sections 2.1 A; 2.1 B and 2.1 C. by email to: Silvana Summa at silvana.summa@isric.org.

1.4 Questions arising from documents

Questions that may arise from the Request for CVs should be directed to the address given in section 1.3 above, no later than Friday 7 June 2024 at 12:00 midday CET.

SECTION 2

2 Essential criteria for qualification

2.1 The following information shall be submitted by the bidder(s) as part of the CV submission:

A. Past and possibly current experience

Bidders shall have at least five (5) years of demonstrable experience in mobile application design and development.

Bidders must be based in the Netherlands and operate from their own offices while collaborating with the ISRIC team as needed.

B. Methodology and approach

The cover letter should outline the intended methodology and/or approach to be taken in delivering the mobile application design and development.

C. Financial proposal

The Financial Proposal should reflect the overall financial proposal of the Bidder, considering the costs incurred to perform the full range of activities included in this document, in accordance with the described ToR below.

The Bidder should provide the level of management fees and costs that it will charge for the full range of activities to be performed, as well as the proposed methodology for their calculation.

Terms of Reference (“ToR”) - Mobile application design and development

A. Overview and Objectives of the assignment

ISRIC has issued a call for CVs to identify, select and contract providers to design, build and develop a mobile application for the WSM.

The mobile application will contain accessible, playful, and inspiring information on soils and make use of a variety of media. The app needs to be intuitive (self-guided), modern, engaging, and built with responsive web design that takes fully into account user experience.

The mobile application will be linked to the existing external content, such as WSM content available through API's (REST and GraphQL) and other sources of media (images, videos, etc.). It will also feature content such as 3D models, images and videos specifically developed for the purpose of this app. This app will also contain games in the form of quizzes and simple challenges using the provided content described above.

Additionally, the app will allow information access using augmented reality, by pointing a phone at objects in the museum (monoliths) or at visual identifiers (incl QR codes) or online through (Cesium and/or alike visualizations). The app will allow anyone in the world that can't travel to the WSM while improving the user experience for those visiting the museum onsite. The application will also be used in the interactive exhibitions.

B. Target Audience

- ☐ Pupils of primary and secondary schools
- ☐ Higher education students
- ☐ General public

C. Application requirements

While not exhaustive, the following basic requirements for the app have been identified (the list of features will be expanded based on the findings resulting from the ideation phase):

- ☐ The app should be accessible on multiple platforms at least IOS and Android devices.
- ☐ The app should rely on online sources of data such as API's (provided by ISRIC), public images, 3D models, etc. This strategy should be adopted as much as possible to allow data updates without the need of app updates.
- ☐ The app needs to allow ISRIC staff to make configurations and customisations and update new content. This can be decided in alignment with ISRIC technical staff on the best strategy. Such solution could be a set of easy to customize configuration files (e.g. yaml or markdown) under the project repository and a proper ci/cd integration.
- ☐ Display multimedia content (static and 360° images, 3d models, videos, QR codes)
- ☐ Social media integration
- ☐ Features such as games/quiz, notifications, users feedback and geo localisation
- ☐ Possibility to add AR-MR-VR features (tbc)
- ☐ The interface will be designed for English but later expanded to other languages (probably Dutch, French, and German). This means the app should be developed in a way that allows new languages to be added easily at a later stage.
- ☐ The app should adhere to WCAG 2.1 (and therefore WCAG 2.0)

- The app must be developed using open-source software tools and the code should be open source and available using git. ISRIC owns a GitLab self-hosted environment.
- Focus on simplicity, great performance and attractive design. The design should comply with ISRIC branding guidelines.

D. Expected Outputs

- Strategy and Design phase:
 - mobile app research and ideation, including stakeholder interviews with ISRIC staff
 - list of app features and design requirements identified and agreed with ISRIC staff
 - development of the design (at least 3 options to be submitted for review)
 - update design based on ISRIC staff feedback
 - final approval chosen technology and design by ISRIC staff
- Development phase 1:
 - Development of Alpha version of the app focusing on key features (to be defined during strategy and design phase)
 - Review and approval of the Alpha app design and functionalities by ISRIC team (app to be tested internally)
 - Quality, security and performance testing and fixes.
- Development phase 2:
 - Full implementation and delivery of the features and design of the Beta version of the app
 - Final quality testing and approval
- Launch phase:
 - Support for the application process and launch of the final app
- Support and maintenance:
 - Continued support and maintenance after the launch of the app (see section E below)

E. Security and maintenance

- The app should be created using open source technology and it will be open sourced and hosted at ISRIC GitLab instance.
- The app should use open data publicly available and online. ISRIC already have API's and other public sources of data that should be used.
- Data created under this app should also be open and publicly available online.
- Providers should be responsible for publishing the app in the stores with the support of ISRIC staff. All keys used for publication will be property of ISRIC.
- After the final release of the app (section D) continued support and maintenance should be provided for a period of at least 12 months, subject to renewal on a yearly basis.

F. Additional requirements

- The app should align with ISRIC technology under guidance of ISRIC staff
- A Git repository for the source code must be created and used during the development phase. This will be supported by ISRIC.

