

# ENGAGE KOSCIUSKO

## Project Team

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## INTRODUCTION

Engage Kosciusko project was brought to life when a group of cadets were discussing all the amazing places they had toured during the first class. The group discussed how many places in the county that residents were unaware of. An idea was born, and the brainstorming began. What if there was a way to engage the residents and visitors in a way that motivated them to explore the county? What if there was a way that the information could be accessed wherever they were? What if we created some form of competition that would allow visitors and residents to engage for leisurely fun or in a more specific competitive format? We realized there was no format available for that, not even an app. Through extensive research, the team found that though there were competitive apps out there nothing combined engaging a county's resources with competition. Further, no other whitepapers were written specifically about creating a competitive game play scenario for the amazing places and activities that are in Kosciusko County. Engage Kosciusko was solidified as a project that would bring the amazing resources of the county, from bike trails to restaurants, into one place that could be taken anywhere. The idea of an app was created, and the project launched to solve the problem of having a fun way to discover all the hidden gems and resources within the community. This app will serve to attract new visitors and talent and engage current residents by showing them all the county has to offer in a fun and exciting way.

# PRODUCT/SERVICE/METHODOLOGY

1. Identify the Problem – There are resources in our county that go undiscovered, unnoticed, or are under-utilized by residents and visitors alike.
2. Group’s passion to find a solution to the problem – Our team consisted of both long-term county residents and more recent transplants into the county within the last few years. We could not believe how many resources we were unaware of based on a single tour. What else was missing? Our team became very passionate about getting this information into the hands of others who visited or moved into the area. The excitement between the members was contagious. It was as if the group had discovered a hidden gem and needed to find a fun way to let others know about that treasure.
3. Methods used for data collection – Data collection was not a major part of this white paper project as the problem was not specific to data. However, the below items were used to complete data analysis.
  - a. Benchmarking other apps to identify best practices within the app itself and to find what kinds of apps were available that would help solve the problem.
  - b. Functional Requirement Specification created based on benchmarking.
  - c. Reusser Design created a High-Level Functionality document (Appendix 1) and a Cost Development plan (Appendix 2).

# KEY FINDINGS

Problem Solution – Includes Benchmarking, App Feasibility, App Development

## Bench Marking



1. List of user requirements generated for good apps with good reviews.
  - a. Offline availability
  - b. Interactive Map Feature
  - c. Up to date content
  - d. High level user interaction
  - e. Leaderboards
  - f. Challenge Forums
  - g. User Inputs
  - h. Suggestions for Challenges
  - i. Forum to allow users to post tips for challenges.
  - j. Easy to Navigate
  - k. Intuitive Interface
  - l. Visual Appeal
  - m. Link to social media
  - n. Link to other competitive apps
  - o. Ability to build your own trip based on cost, timeframe, events specific to dates.

## App Feasibility



2. List of Feasibility Items
  - a. Local Business Participation
  - b. Team Conversations
  - c. Developer Review
  - d. Developer Selection
  - e. Developer Initial Meeting
  - f. App Cost

## App Development



3. List of App Development Activities
  - a. Play, Live, Work Concept
  - b. High Level Functionality Review
  - c. Development Plan
  - d. Future Work

# BENCHMARKING

In order to find out what type of app would best suit the needs of the community; research of many other apps was conducted. Research goal was to determine what concepts and types of apps were working and what were not. Benchmarking included a wide variety of apps from tourist apps to competition apps. Overall ratings of apps were analyzed and categorically separated. We discovered that our app concept does not entirely exist anywhere on Android or Apple platforms. Many tourist apps exist, and many competition apps exist. A combination of the two designated for a specific community does not exist. The higher rated apps with the most downloads were consistently those that engaged the user to continue use beyond the original download.

In all there were over 50 apps reviewed by our group during the benchmarking process for this project. Apps were chosen for benchmarking based on the intended use for the app. We hypothesized there are apps that do what our app will do. It was quickly discovered that all-encompassing community apps for recreation that include challenges do not exist. The most suitable apps for comparison to our concept were those that were either tourist/visitor apps for communities or competition/challenge apps for individualized activities.

The apps with the lowest reviews were ones that did not have content updates and ones that had glitches. We found that many of these apps were developed well and started off as popular apps that eventually have faded away due to lack of upkeep and continuous content updates. Other common things found in the reviews of apps with lower ratings were slow load times, missing content (such as local attractions), difficult to navigate, excessive notifications, too many ads, and apps without any usefulness beyond initial download. Many competition/challenge apps that did not do well because they are too specific or only offered one certain type of challenge. They have a large geographic footprint but only appeal to a small group of people. The visitor apps that did not do well covered a wider scope of activities but did not engage the user. One example of this was the Visit Indy app. They started with a large budget, multiple staff members, and a clearly defined long term goal, but ended up eliminating the use of the app. We reached out to the Visit Indy administrators to find out why they chose to discontinue the app. They provided us with detailed information regarding their decision. First and foremost, the participation of the community was much lower than they had initially anticipated. Followed by continuous maintenance and bug fixes being required. We dug deeper to find out why they had run into these roadblocks and used this information to guide the development of our app in hopes to achieve a more favorable long-term outcome. Upon a deeper investigation into their app, we found that it shared the main negative characteristics of almost all the lower reviewed apps that were part of our benchmarking. They had no way to keep users interested in the app. It only focused on giving the user the locations of attractions which google maps can easily do without another download or used memory on a device. For the success of our app we deemed it was crucial to keep our sights on something that people would want to use as a tool and to give them a reason to use the app besides just showing a map where the great things and places in Kosciusko County are.

The apps with the highest reviews were those that had interactive features, up to date content, were easy to navigate, and those with visual appeal. We decided to use the common characteristics of successful apps as user requirements to present to the app developer. These user requirements were continually adjusted through the process to guide us toward an end product that will meet the needs of the community and have long-term success. The most important requirement of the app is the challenge feature. This is what distinguishes this app from all other “visitor” apps. The challenge aspect is what draws people to the app and what keeps people using the app far beyond the initial download. Challenges are the most important component of the app and what sets our concept apart from any other community visitor/tourism apps out there.

## APP FEASIBILITY

To ensure that the app will continue to be a viable solution to the issue that we are working on, we need to know that the app is feasible to create and maintain. We discussed with community members if they would like to have an app available that would function as we have planned, as well as, if they feel like they would use it. We reached out to individuals, multiple groups, and community associations. We also sought the expert opinion of an app developer to get their opinion on the overall feasibility of our app idea. Within our KLA team we discussed whether we thought that this project was going to be something that we would like to pursue given the gathered evidence. We were surprised by just how much the community supported our concept. There was almost zero negative feedback.

Some of the groups we engaged include the Kosciusko Cycling Club, various church youth group leaders, health and fitness professionals, a youth mentoring group, and a local homeschool group. Based on all the feedback it was evident the support existed for an app to engage the community. Many groups know what specific attributes our community already has that appeals to them specifically and feel that not everybody knows about their group's favorite place or thing to do. Most of the groups also felt that an app would bring more people to participate in their activities and draw more people to their events. In all community participation is currently bottlenecked at the point of information distribution, where the people of the community simply do not know what the community has to offer to them. The Kosciusko Cycling Club specifically liked the idea of an app to increase awareness of our local trail systems, increase public support, and encourage more people to volunteer their time and resources to maintain the trails.

Individuals within the community expressed widespread support for an app that would encourage participation in community activities and highlight what our community has to offer. Both residents and visitors to our community felt there are many hidden gems in Kosciusko County that need a chance to grab the spotlight. Our app would bring these hidden gems and activities straight to the masses via their smart phone or tablet. The overall response the team took from the community was that there is strong interest in an app that highlights hidden gems, promotes community involvement, and encourages participation amongst friends and peer groups using the challenge aspect. One concern that we found among people was the cost involved in either getting the app or to participate in a challenge. The app will be free to download, and challenges will be free to participate in. The challenge aspect was important to most people since a simple app that tells people what there is and where it is simply does not hold their attention. The broad scope of challenges that will be incorporated into the app is needed for everyone within the community to benefit from using the app.

A large portion of determining if an app was feasible was to find a developer and inquire if our vision was realistic. Kosciusko County Convention and Visitor Bureau (KCCVB) already had a relationship with Reusser Design. Reusser Design was fully vetted by the KCCVB previously and won out over 23 potential developers to create and manage the KCCVB website which has since won multiple awards and gained recognition statewide. Nate Reusser agreed to an initial meeting that took place in February to find out what his team thought of our concept, plan, and feasibility of the app. Nate was quick to say during our first meeting that he was prepared to be brutally honest if he did not like what we were presenting. During that first meeting we discussed our research and ideas with Nate and what our plan was to move forward. We discussed the high-level functions of the app along with the small details of what we would like to see within the completed app. Nate felt that we had come up with something special. As someone who grew up close to Kosciusko County, Nate knows a few things about our community and what we have to offer but he didn't fully realize to what extent this community offers fantastic amenities to those who know where to look. Nate gladly offered to help us plan this project, give his professional insight to the team, and eventually be on board for his company to design and build the app. Nate provided his perspective and brought up many great points that we have since used to shape the app concept to its current form. The team at Reusser Design has been incredibly helpful and supportive throughout this process.

Our group started this project because of what KLA taught us on the county tour during our very first session. Our team learned about places and activities within the community where we live, play, and work that we had never been aware of before. As a group we wanted to bring the amenities and attractions of our community to the people that may not even know they exist. As we have

progressed throughout the phases of research and outreach, we found it vital to be extremely flexible with our concept. The app concept has been molded to fit the needs and wants of the community. For our group, the support and encouragement from community members, various groups within the community, and an award-winning software development firm confirms to us that our app concept is feasible, wanted, and would engage the needs of the community.



# APP DEVELOPMENT – CONENT / SUSTAINABILITY

## APP CONTENT

### Play, Live, Work Concept

“Live, Work, Play” has been a theme in many places and themes from businesses all around the world. Our team originally thought that it would be a good idea to try to tackle all these activities within the county. After reviewing the benchmarking data, it was apparent that people do not really utilize the “Live” and “Work” concepts as standalone concepts. Indianapolis had a beautifully designed app that focused on the “Live” concept. This app was being removed because there was not enough traffic to maintain the app and they are focusing more on just the website alone. After seeing that these kinds of activities were occurring within the “Live” and “Work” areas the team decided to focus on the “Play” concept. The question was posed, “What engages people to open an app over and over again?” The answer was easy. Engaging in “competition” of any kind. Whether it is simple fun involving the whole family or competing against other users, people love to compete. At that point, the content of the app changed to solely focus on the areas of the “Play” concept. App content will utilize the existing features of our county to create competition-based games that inspire people to get out and enjoy what the county has to offer. It would also attract talent as those who visited would be able to engage in challenges and competition from a Bike Trail challenge to a Taco War competition.

Further concepts were thought of for the content of the app that include interests like Recreational Activities, Arts and Entertainment, Savor, Shopping, Parks, Kayaking, Bicycling, Paddle Boarding, Canoeing, Beaches, Gardens, and Lakes. We utilized these to come up with a list of initial challenges that would be sorted in either the achievement bucket or the competition/challenge bucket. Achievement challenges will reward the user with a unique in-app badge upon completion. Competition challenges will allow users to actively compete against other users to climb the challenge leaderboard. It was important to ensure we had content that would entice visitors, families, and experienced competitors. Achievements and Challenges were created that included: Mountain Bike Trail- most loops completed, Running Trails- most loops completed, Running trails- fastest time, Monument challenge, Health and Fitness challenge, Coffee Trail, Tour Boat challenge, Breakfast Wars, Burger Wars, Art Gallery Parade badge, Paddle Board challenge, and Canoe Trail. These are just some of the ideas the group came up with and there are many more.

### **High Level Functionality Review**

Upon meetings with Reusser Design high level functionality concepts were made. Custom Native iOS (Apple) and Android mobile app will be developed for the Apple and Google play stores. KCCVB will need an Apple developer account costing \$100 annually and a developer account with Google for a one-time fee of \$25.

User Registration will be required after the app has been downloaded. Social networks or e-mail can be utilized to link the profile to the app. There will be a way to use the app without registration, but user tracking will be limited.

Once registered, the app will take you to an onboarding screen that will showcase features and functionality within the app. Users will be prompted for an optional selection of their interests. Interest will match up with challenges that are already in the system.

The home page will have a dashboard that will show the latest challenges and active challenges. The dashboard will also have a section for interests and will prompt the user to add additional challenges to their dashboard. Users current point accumulation will be available on the dashboard as well.

Users will be able to browse and search for challenges by type of challenge, duration and time frame. Leaderboards will be available to see who has the most points in the county or within a specific challenge. Detailed Challenge view is listed below.

- Detail Challenge View:
  - Featured image/video
  - Sponsor/Creator
  - Date and time window (start/stop)
  - List and map of all locations
  - Current Leaderboard
  - Total Rewards, points or badge
  - Total # of competitors
  - Ability to flag a challenge as inappropriate
- Join Challenge
  - Subscribe to push notifications?
  - Appears on the dashboard
- Remove from challenge
- Social Share
- View Leaderboard for a current challenge

Accounts will be managed through account preferences which will include security credentials and profile information. Notifications will be able to be managed by notification settings on the user's phone. Location data will be managed by the user's phone settings.

There will be a portion of the app that will allow the user to sign up to be a Web Admin. A Web Admin will cost but will allow the users to create their own challenges. This will be a great way for the county business owners to have ownership of the app. They will be required to have a user registration and approval by KCCVB. Once the user registers and creates an account they will have the ability to have an active subscription. The subscription will give them the access to create challenges at their convenience based on location, time spent and points. A subscriber can also build a badge by creating their own customized icon. They will have the ability through the app to send an email to the winner with the information of what they won. This section will not have to be managed by KCCVB as once they approve the user for subscription there is no other activity needed by KCCVB. The web application portion will have approved configurations of all the available aspects of challenges available for the subscriber to build from. Subscribers can request additional items be added to the challenge and KCCVB can approve or deny the request. All requests will be processed through the App developer and KCCVB will not have any hands-on work within the application itself. The cost of an active subscription will be determined at a later point when KCCVB is able to move forward with the plan.

Future phases can be coordinated with the app developer for interaction, user to user functionality, social sharing, user generated upload content and additional content needed.

## Development Plan

Below you will find a general project plan that breaks this project down into high-level phases over a period of 6 months: This list was generated directly from the app developer. See Appendix 2 for the full Development Plan.

- Project Kickoff - completed
  - We will meet with the project stakeholders and kickoff the project
- Discovery & Technical Planning
  - We will finalize functionality and create detailed functionality requirements.
- Content Strategy
  - We will determine the tone/voice and style of writing for messages throughout the app and web application.
- User Experience:
  - We will design low-fidelity and high-fidelity prototypes based on functionality
- Development:
  - We will first architect the database model and web application because we'll be pulling data from this system into the app.
  - Secondly develop the iOS app and release that for testing. Once that version of the app is foundationally solid; we will develop the Android version.
  - Thirdly we will develop out the complete functionality of the web application
- Quality Assurance Testing:
  - We will test the application through a few solutions that allow you to install the app as a beta version. We will facilitate the feedback and bug testing to ensure the app and application work well before launching. Typically, we will schedule about 4-6 weeks for testing for a project this size.

Future Features: The project as is would be considered an MVP (minimum viable product) at launch. Other features that have been requested are listed below.

- Integration with other Tracking Apps

This is a highly requested and nice-to-have feature that would allow users to connect to other apps such as, but not limited to, Map My Run, Map My Ride, Garmin, and Run Keeper, YOU Version Bible App. Cost would be determined on a per integration basis.

- Printer Friendly Export of Challenges

For users that cannot participate through the app, giving them the ability to view and/or print the available challenges in a printer friendly format

## SUSTAINABILITY

Long term sustainability of the app is a concern of the group because we want this app to be here for many years to come. Planning for this has been woven in throughout the process. For long term sustainability to be realistic, the group decided that we needed a great group or individual to own the app after KLA is finished. We also needed the app to have a maintenance plan put in place by the developer, financial sustainability, a plan set in place by the group to include new content in future updates, marketing the app to visitors and residents, and partnerships with local groups and businesses. We have paved the way toward making long term sustainability attainable even before the app rolls out. Our KLA team is dedicated to working on this app beyond the KLA year to ensure that it reaches completion and we have an app launched that visitors and residents of Kosciusko county can use. We have each committed to be a part of this team until the app is launched regardless of the KLA calendar year.

The first step in making an app sustainable that starts as a KLA project was to find a local entity that would be willing to take ownership when KLA is finished. Kosciusko Convention and Visitor Bureau is the perfect fit. KCCVB's needs and wants have been integrated into the app concept and long-term plans. KCCVB has excitedly agreed to be a partner and owner of the app. The Convention and Visitor's Bureau has done great things for many years to bring the highlights of the county to the community. Its purpose and goal is to share with everyone what Kosciusko County has to offer and this app aligns perfectly with that. As a team we feel that we found the perfect home for our app when we have completed our portion. Unlike app projects in the past, this app will be an instrumental tool for an organization that reaches every square inch of Kosciusko County. This app will also be relevant to every single person within the county regardless of age, class or area of residence.

Reusser Design has maintenance plans available to keep the app continuously updated while not putting a strain on the team at KCCVB. We have spoken with Nate Reusser several times about what would be involved in maintaining the app by the future owner. We were reassured that his team has support and maintenance plans available to keep the app glitch free, continuously up to date, and worry free for the owner. The plan that was quoted by the team at Reusser Design is \$1500 per month and is completely hands off for the owner of the app. This ensures that KCCVB does not have to worry about dedicating staff time to keeping the app going.

Financial self-reliance is crucial to keeping the app sustainable. We have fully planned this part of the app out as much as possible at this phase of the project. Most applications depend on any combination of in-app purchases, paid subscriptions, and advertisements for funding with many aiming toward profit. While this app is not for profit, using these strategies to acquire funds is necessary to pay for ongoing maintenance and new features to be added. At the time of unveiling, the app will use paid subscriptions to allow businesses and general users to add challenges. Advertisements are a possibility for the future and the analytics provided by the app will be a great source for potential advertisers to see how broad of a reach the app has. Once advertising has begun an ROI strategy will be put in place to give hard numbers to potential advertisers that may be hesitant at the beginning. The initial cost of the app is estimated between \$102k and \$140k at launch. While the KCCVB alone cannot guarantee the funds for launch our KLA group has multiple ways planned to allow the app to be completed that extend beyond the completion of our white paper or the KLA calendar year. We will be seeking funding from multiple groups and organizations within the county and are still open to suggestions for even more partners to ensure a launch as soon as possible. The largest cost of this project is the initial launch. Once that has been paid for and completed the hard work is done. The benefits of the app that practically takes care of itself will affect the people of this county and visitors for many years to come.

Marketing the app to the community is almost as important as the content of the app itself. Reaching the community will be a fundamental part of the plan to make success happen. While we do not plan on paying Reusser Design for their advertising plan, we do have a grassroots plan in place to bring this app to everybody that has any potential use for it. The main part of our marketing plan lies with KCCVB. They will be instrumental in promoting this app to the people who already visit their website or pick up the local travel guide. While this makes a great base of users, this is only a small portion of the people that we will reach. As with any marketing or advertising, word of mouth is powerful. What's even more powerful than that is a share or post on social media. With the initial

users of the app being able to post challenges and standings on social media, their friends and relatives will see what they are doing. The excitement and lure of a challenge is enough on its own to draw people to the app that see what their friends can do. When someone sees on social media that a friend has a good time posted for running a trail or is completing multiple loops on a trail per week, they will feel compelled to compete and one up their friend. There's a reason arcade style games show the leader board in bright lights when you walk by. It's in our nature as humans to want to do better at something than somebody else. It's the same competitive edge that pushes society forward, builds great businesses, and shapes great leaders.

## COST PROPOSAL

### **Proposed Budget:**

Services	Budget Range
Web Application (Admin & Public), API & Database Dev.	<b>\$40,000 - \$50,000</b>
iOS Mobile App	<b>\$25,000 - \$35,000</b>
Android Mobile App	<b>\$30,000 - 40,000</b>
Project Management, User Experience Design, Content Strategy	<b>\$7,500 - \$15,000</b>

**Project Estimated Budget:** \$102,500.00 - \$140,000.00

### **Other Costs to Consider:**

Services	Budget Range
<b>Amazon Web Services (Hosting)</b> Hosting costs for web application based on traffic and storage needs.	\$75.00 - \$125.00 / month
<b>Digital Marketing Retainer</b> Budgeted cost to have our team of digital strategists create a digital marketing strategy, develop content, manage social channels, create lead generation tactics, manage paid media and website performance.	\$2,500 /month
<b>Support &amp; Maintenance Agreement</b> On-going development and maintenance support of the platform and apps. Includes performance monitoring services for platform health.	\$1,250 / month
<b>ADA WCAG 2.1 AA Compliant</b> Ensuring that the application and website is ADA compliant.	<i>Increases development costs by 10-15%</i>
<b>Apple Developer Account</b> Annual cost to submit an iOS app to Apple App Store	\$100/year
<b>Google Play Store</b> One-time cost for submitting Android app to Google Play Store	\$25.00



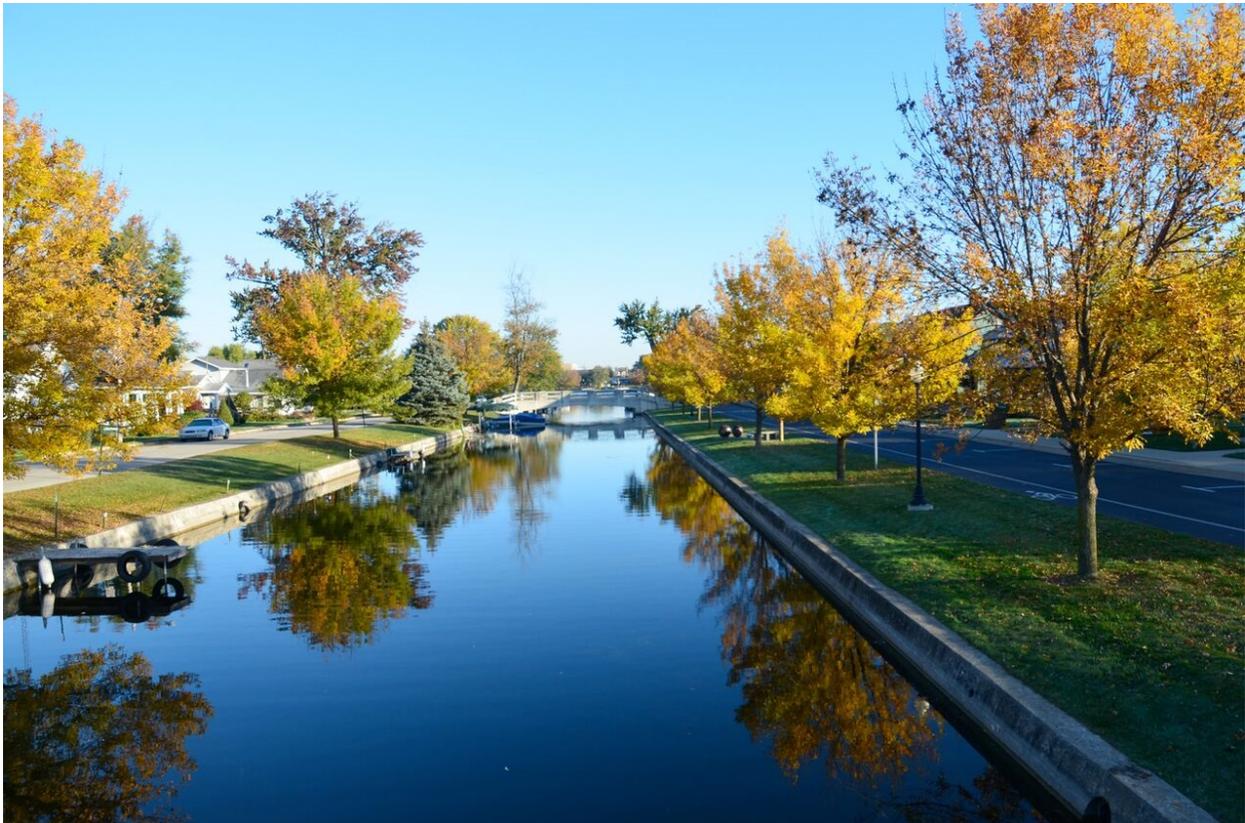
## CONCLUSION

The Engage Kosciusko application meets a need within the county. A fun interactive way to explore the county. Based on the information provided in this whitepaper it is conclusive that this application would be a one of a kind and potentially set a trend for visitor bureaus all over the USA. Funding will be the primary issue. We believe securing funding is possible through grants available from community resources already established we can find the initial funding. This app will attract talent to the area, engage visitors from all over the country, and keep residents from leaving the area by providing them a way to engage in a fun way with the amazing events and activities within Kosciusko county. The app will give businesses the opportunity to engage their patrons, give clubs and home school groups the ability to have a way to compete in a family fun way. If there is one need within the community it is knowledge of what our county has to offer. This app will meet that need. This application was on track until the COVID-19 pandemic hit the country. The pandemic has changed the way everyone has to live their life. The project team completed all the deliverables during this global pandemic but realize that this application will not be feasible until people can once again enjoy everything the county has to offer without the social distancing guidelines and stay at home orders in place. The Engage Kosciusko app will provide a vital resource to our community and its residents as they once again are able to explore and engage Kosciusko County.

See you in the app!

## Key Takeaways

- Competition is the key to engagement. Human behavior wants to have fun and competition is the ultimate way of having fun. From family competition to high level experienced competitors, this application will be what the county needs to provide an engaging experience.
- App development still needs completed by the app developer, but this will be easy enough as they are aware of the full context of the application and will lead that effort.
- Funding needs to be acquired. It is important that the stakeholders within the communities buy into this application before it is launched.
- Marketing plans will still need to be created after the development phase begins.



## **High-Level Functionality Mobile app**

We'll be developing a custom native iOS (Apple) and Android mobile app and distributing these within the app store. This will require KOS to have an Apple Developer account (\$100/annual) and Google Play Store (\$25 one time cost).

### **User Registration (Optional)**

Users will be able to register an account through the app and be taken through the registration process. This will be done through social networks or via email. User can still use app without registration (user tracking will be limited)

### **Onboarding**

We will have an onboarding process to showcase features and functionality within the app. In addition, users will be prompted for an optional selection of their interests. These interests will match up with challenges that are already in the system. Users can skip this step and proceed to their dashboard.

### **Dashboard**

Users will have a home dashboard that will show latest challenges they are participating in, new challenges that match their interests (if they supplied them), and their current point accumulation.

### **Challenges**

Users will be able to browse and search challenges by a number of different criteria. These will be based on location (Geo-Locate), type of challenge, duration, time frame, and so forth).

- Detail Challenge View:
  - Featured image/video
  - Sponsor/Creator
  - Date and time window (start/stop)
  - List and map of all locations
  - Current Leaderboard
  - Total Rewards, points or badge
  - Total # of competitors
  - Ability to flag a challenge as inappropriate
- Join Challenge
  - Subscribe to push notifications?
  - Appears on the dashboard
- Remove from challenge

- Social Share
- View Leaderboard for a current challenge

### **Account**

Users will be able to manage their account preferences, security credentials and profile information, such as the interests.

### **Notifications**

Users will be able to manage their notification settings.

### **Locations**

This will be a data feed from the <https://visitkosciuskocounty.org/> Wordpress CMS and would list all locations/attractions from this website.

User Moder

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### **High-Level Functionality Web Admin app**

*This web application will be for businesses/organization that want to create their own challenges.*

### **User Registration (Required)**

Users will be able to register an account through the app and be taken through the registration process. This will be done through social networks or via email. User can still use app without registration (user tracking will be limited)

### **Subscription Sign Up**

Users will be required to have an active subscription (cost TBD) in order to create and manage new challenges. All data will be in a read-only state until they pay again.

### **Challenge Creation**

Users will be able create challenges by using a variety of checkpoints. Each checkpoint will have a location, required time spent, and amount of points awarded for the winner. Each competitor will still get some amount of points for completing a checkpoint. A challenge will string together multiple checkpoints. They will also be able to “build a badge” by choosing a shape, color, and icon. Additionally, they will be able to send an email to the winner with information text and graphic (could be sponsor image, QR code, etc.)

### **High-Level Functionality Web Super Admin app**

*Functionality for KOS admin team to manage app and generate challenges, content, etc.*

- Challenge Management
- Paid Subscription Management
- Content Management
- User Management

### **Reporting & Usage**

We will report the number of challenges and the number of users. Other analytics will be provided by Google Analytics or Fabric.

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### **Future Phases**

More development and interaction on user-to-user functionality, social sharing, user generated uploaded content.



# Kosciusko Leadership Academy (KLA)

## Mobile App Development

### Costs & Development Plan

## **Overview**

We'll be developing a custom native iOS (Apple) and Android mobile app and distributing these within the app store. This app will encourage visitors and residents of Kosciusko County to engage and compete within the community and take advantage of the extensive resources that we have available. The app will focus on the "Play" aspect of "Live, Work, Play" to engage community with competition and engagement activities that already exist within the county.

## **Services**

Below you will find our high-level services broken down by major section and explained in a little more detail:

- **iOS & Android Mobile App**

The concept is centered around users and their mobile devices. This is not a website or web application platform. This mobile app will be built using native technologies for iOS and Android mobile phones. The intent of this app would be so that users can leverage geo-location capabilities while participating in challenges. Features of the mobile app include the following:

- **User Registration (Optional)**

Users will be able to register an account through the app and be taken through the registration process. This will be done through social networks or via email. User can still use app without registration (user tracking will be limited)

- **Onboarding**

We will have an onboarding process to showcase features and functionality within the app. In addition, users will be prompted for an optional selection of their interests. These interests will match up with challenges that are already in the system. Users can skip this step and proceed to their dashboard.

- **Dashboard**

- Users will have a home dashboard that will show latest challenges they are participating in, new challenges that match their interests (if they supplied them), and their current point accumulation.

- **Challenges**

Users will be able to browse and search challenges by a number of different criteria. These will be based on location (Geo-Locate), type of challenge, duration, time frame, and so forth). Specific criteria within the challenges include the following:

- **Challenge View Detail**

- Featured image/video for challenge
- Sponsor/Creator listed if applicable

- Date and time window for challenge (*basically a start/stop*)
- List and/or map of all locations within challenge
- Current Leaderboard status (*username and/or profile photo shown*)
- Total Rewards, points or badge that you can obtain from challenge
- Total # of competitors
- Ability to flag a challenge as inappropriate
  
- **Join Challenge**
  - Subscribe to push notifications if desired.
  - Appears on the dashboard
  
- **Remove From Challenge**
  - We will build functionality to let users remove themselves from a challenge. This would remove themselves from the leaderboard and disqualify their points/badges/rewards.
  
- **Social Share**
  - Users will have the ability to share challenge/results with a preset hashtag and message (with the ability to edit this message)
  
- **View Leaderboard for a current challenge**
  - Users will be able to view current leaderboard's usernames and/or profile photos and current stat.
  
- **Account**

Users will be able to manage their account preferences, security credentials and profile information, such as the interests.
  
- **Notifications**

Users will be able to manage their notification settings.
  
- **Locations**

We will include a data feed from the <https://visitkosciuskocounty.org/> Wordpress CMS and would list all locations/attractions from this website.
  
- **Website Application**

We will be developing a web application that will serve two purposes. One will be for users and/or businesses that want to create and manage their own challenges. The other purpose will be for KLA admins to manage the app content, generate challenges, and more.

  - **End User Functionality:**

- **User Registration (Required)**  
Users will be required to register an account to access and create challenges in the app.
- **Subscription Sign Up**  
Users will be required to have a recurring and active subscription (*cost determined by KLA*) in order to create and manage new challenges. All data will be in a read-only state until they pay. They will be able to cancel their account.
- **Challenge Creation**  
Users will be able create challenges by using a variety of checkpoints. Each checkpoint will have a location, required time spent, and amount of points awarded for the winner. Each challenge participant will still get some amount of points for completing a checkpoint. A challenge will string together multiple checkpoints. They will also be able to “build a badge” by choosing a shape, color, and icon. Additionally, they will be able to send an email to the winner with information text and graphic (could be sponsor image, QR code, etc.)
- **Super Admin Functionality:**
  - **Challenge Management**  
KLA super admins will be able to manage/delete/modify any challenge that is currently in the app and its respective data.
  - **Paid Subscription Management**  
KLA super admins will be able to manage the subscriptions of paid users. They will be able to issue refunds as well. We will be leveraging Stripe.com as the payment gateway.
  - **Content Management**  
KLA super admins will be able to manage content that is within the app with basic editor functionality.
  - **User Management**  
KLA super admins will be able to manage, add/remove users of the app as well as the web application. This include banning/unbanning users from abusing the terms of service.
- **Branding & Identity Design**  
Branding and user experience of the app will be tied closely to the <https://visitkosciuskocounty.org> website. A final name will need to be determined by the

KOS. There will need to be some consideration to promotional materials, stickers, table-top displays for businesses participating in this concept to help promote awareness. That budget is not included in this scope of work.

- **On-Going Maintenance**

The plan is to build features and functionality to let this be a community generated and moderated app. The KLA team should be focused on creating initial and/or new challenges when there needs to be a push for new challenges. A budget should be set aside for general upkeep of the app with operating system updates, new feature development, and more.

- **Reporting & Usage**

We will report the number of challenges and the number of users. Other analytics will be provided by Google Analytics or Fabric.

## **Development Plan**

Below you will find an a general project plan that breaks this project down into high-level phases over a period of 6 months:

- **Project Kickoff**

- We will meet with the project stakeholders and kickoff the project

- **Discovery & Technical Planning**

- We will finalize functionality and create detailed functionality requirements.

- **Content Strategy**

- We will determine the tone/voice and style of writing for messages throughout the app and web application.

- **User Experience:**

- We will design low-fidelity and high-fidelity prototypes based on functionality

- **Development:**

- We will first architect the database model and web application because we'll be pulling data from this system into the app.
- Secondly develop the iOS app and release that for testing. One that version of the app is foundationally solid, we will develop the Android version.
- Thirdly we will develop out the complete functionality of the web application

- **Quality Assurance Testing:**

- We will test the application through a few solutions that allow you to install the app as a beta version. We will facilitate the feedback and bug testing to ensure the app

and application work well before launching. Typically we will schedule about 4-6 weeks for testing for a project this size.

**Project Management & Process**

This project will be managed in an agile methodology where requirements and solutions evolve through collaboration between our cross-functional team and the KLA. It allows us to develop and ship code at a quicker velocity than a traditional waterfall approach. Weekly “sprints” will be established that group specific tasks to be completed each week. We will have a standing weekly conference call in addition to a project management system to keep everything on schedule.

**Proposed Budget:**

Services	Budget Range
Web Application (Admin & Public), API & Database Dev.	<b>\$40,000 - \$50,000</b>
iOS Mobile App	<b>\$25,000 - \$35,000</b>
Android Mobile App	<b>\$30,000 - 40,000</b>
Project Management, User Experience Design, Content Strategy	<b>\$7,500 - \$15,000</b>

**Project Estimated Budget:** \$102,500.00 - \$140,000.00

*Terms: 25% Down Payment Retainer | \$150/hour - Invoiced every 30 days.*

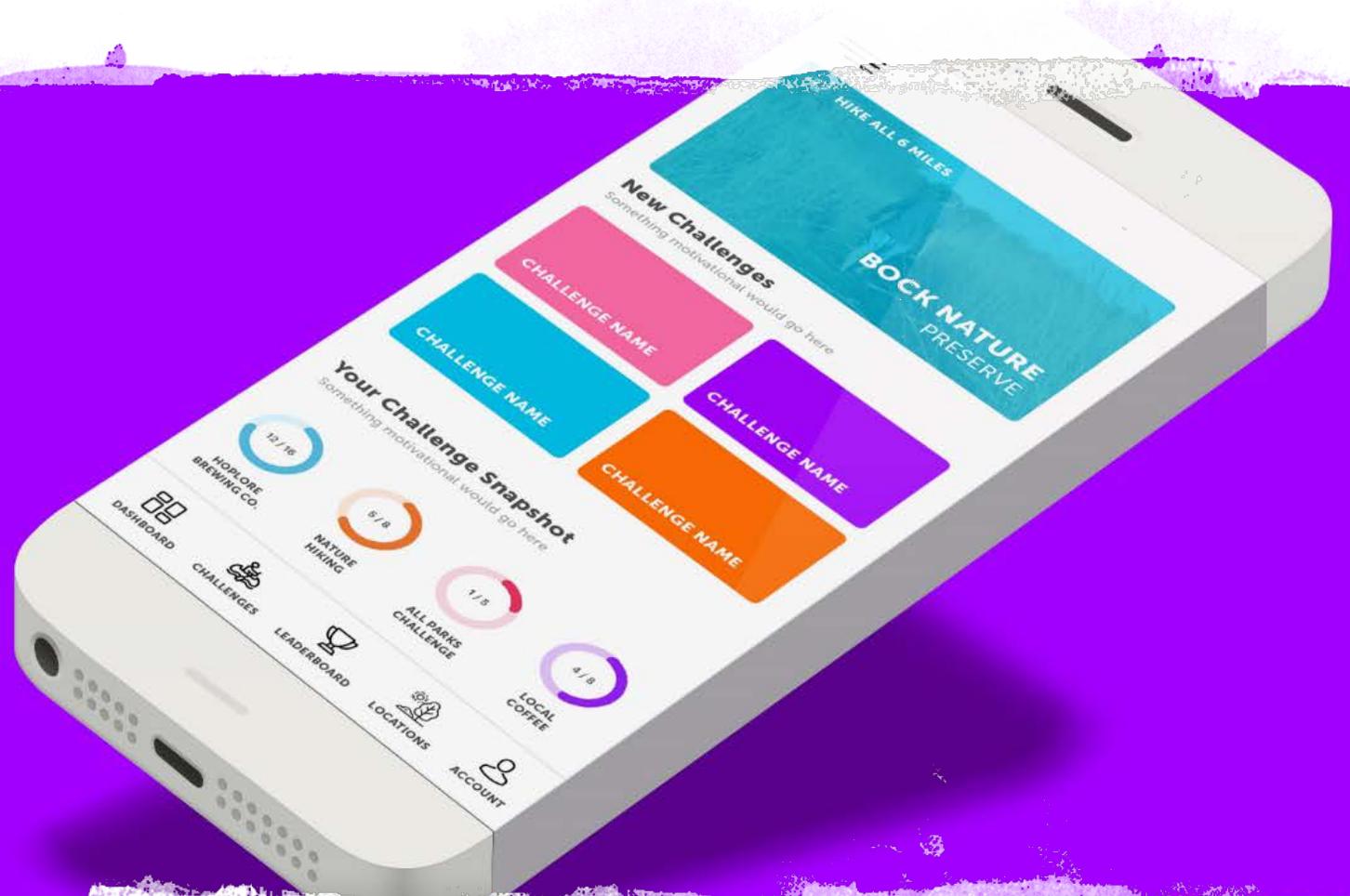
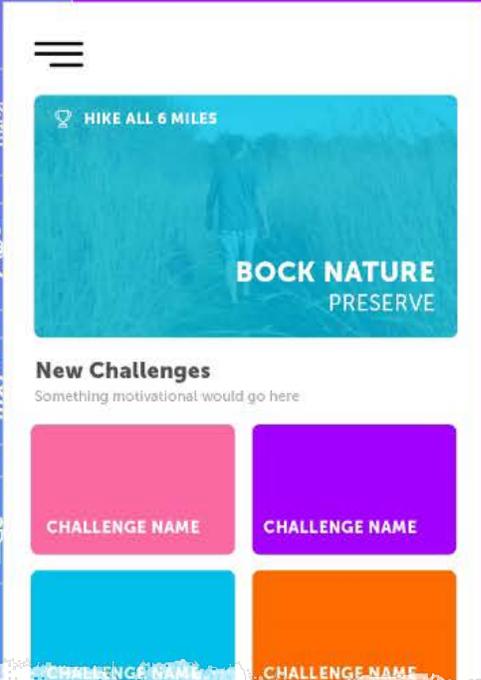
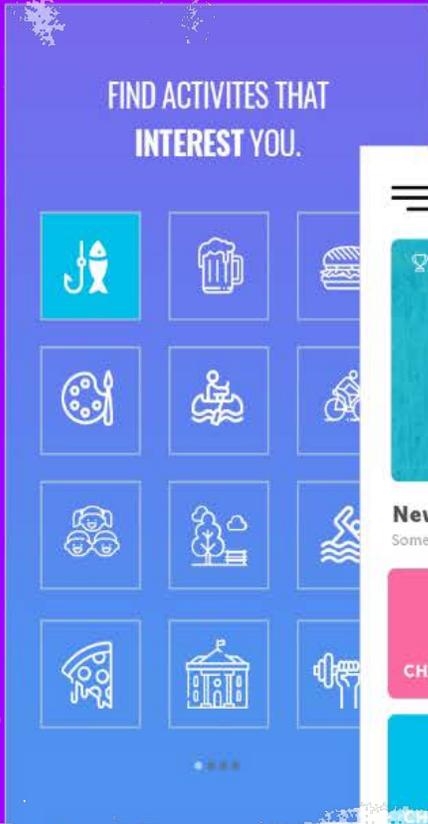
**Other Costs to Consider:**

Services	Budget Range
<b>Amazon Web Services (Hosting)</b> Hosting costs for web application based on traffic and storage needs.	\$75.00 - \$125.00 / month
<b>Digital Marketing Retainer</b> Budgeted cost to have our team of digital strategists create a digital marketing strategy, develop content, manage social channels, create lead generation tactics, manage paid media and website performance.	\$2,500 /month
<b>Support &amp; Maintenance Agreement</b> On-going development and maintenance support of the platform and apps. Includes performance monitoring services for platform health.	\$1,250 / month
<b>ADA WCAG 2.1 AA Compliant</b> Ensuring that the application and website is ADA compliant.	<i>Increases development costs by 10-15%</i>
<b>Apple Developer Account</b> Annual cost to submit an iOS app to Apple App Store	\$100/year
<b>Google Play Store</b> One-time cost for submitting Android app to Google Play Store	\$25.00

**Future Features:**

The above project is what we'd really consider a MVP (minimum viable product) to launch with. A few other features that have been requested that wouldn't make the necessary launch:

- Integration with other Tracking Apps**  
 This is a highly requested and nice-to-have feature that would allow users to connect to other apps such as, but not limited to, Map My Run, Map My Ride, Garmin, and Run Keeper, YOU Version Bible App. Cost would be determined on a per integration basis.
- Printer Friendly Export of Challenges**  
 For users that cannot participate through the app, giving them the ability to view and/or print the available challenges in a printer friendly format.



# ENGAGE KOSCIUSKO

Live Well in the Moment

Jill Boggs, Kosciusko Co Convention and Visitors Bureau  
 Josh Crabb, Creighton Brothers LLC  
 Greg Sebastian, Medtronic  
 Tony Wilson, Medtronic  
 Zach Vigar, Instrumental Machine and Development

# Product – Service – Methodology –

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## Identifying the Problem to Find the Product

There are plenty of things to see and do in the county that are available for residents and visitors alike, but what if we had a new, dynamic tool to engage.

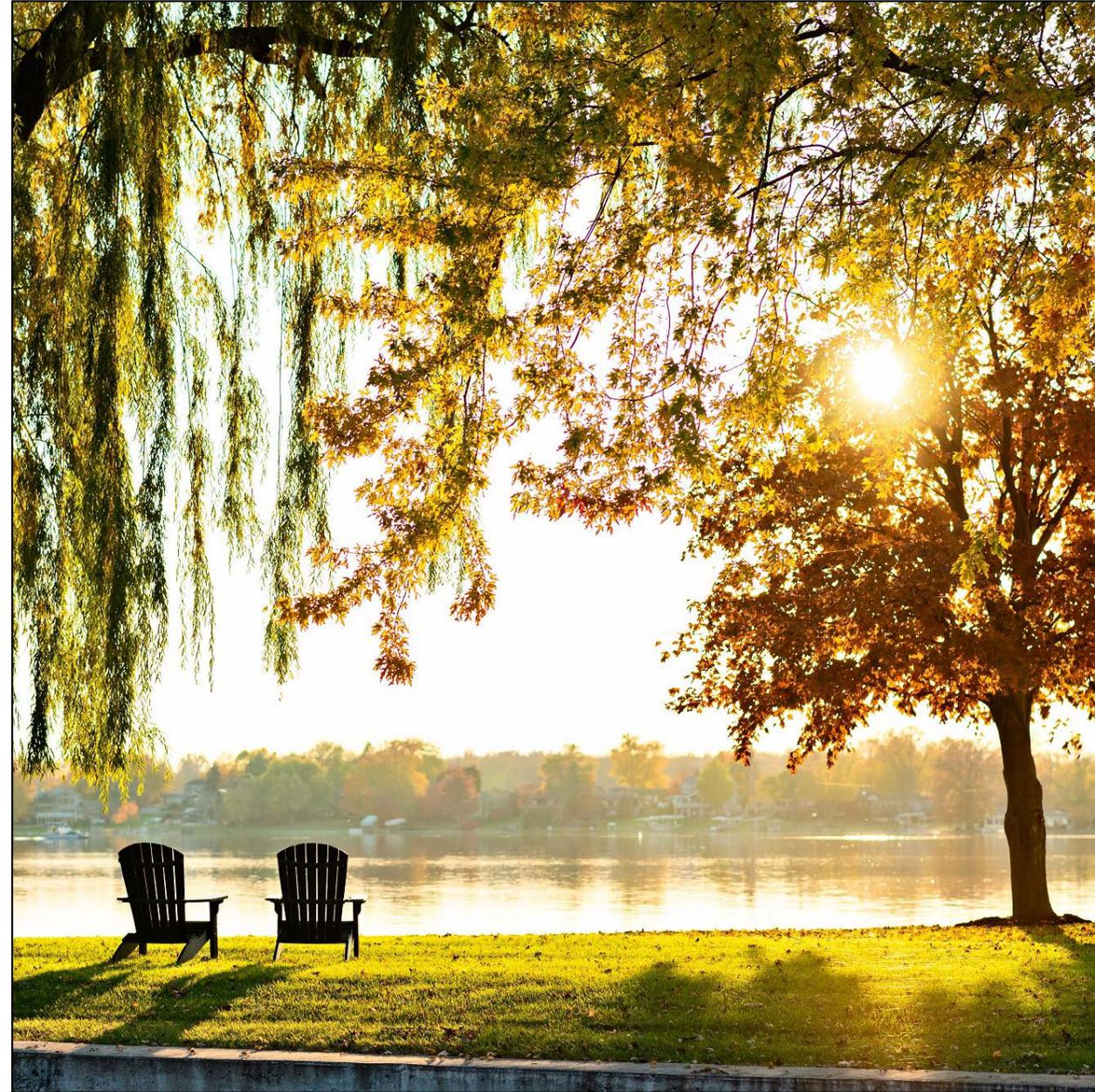
## Group's Passion for a Solution

- Long-term residents and transplants both had new experiences.
- Could not believe number of community resources unaware of based on what was learned about in KLA tours.
- What else was out there? What tool could we develop?
- Passionate about building a new platform to engage people in our place and its amazing assets in a fun, easily accessible, and informed way.
- The excitement between the members was contagious.

## Methods for Data and Information Collection

These items were used to complete analysis:

- Benchmarking of other apps to identify best practices.
- Research apps that might be available to help solve the problem.
- Functional Requirement Specification created based on benchmarking.
- Collected information from app development company for high-level functioning along with extensive cost plan.



# Benchmarking

## ➤ Research

To find what type of application would best suit the needs of the community.

## ➤ Review

Studied a wide variety of applications including tourist apps and competition apps.

## ➤ Analysis

Overall ratings of apps were analyzed and categorically separated.

## ➤ Captured

Number of downloads – ratings – reviews

Over 50 applications included in process





# Benchmarking Results

## Wish List Discovered after Benchmarking

- ✓ Offline availability
- ✓ Interactive Map Feature
- ✓ Up-to-Date Content
- ✓ High-Level User Interaction
- ✓ Leaderboards
- ✓ Challenge Forums
- ✓ User Inputs
- ✓ Suggestions for Challenges
- ✓ Easy to Navigate
- ✓ Intuitive Interface
- ✓ Visual Appeal
- ✓ Link to Social Media
- ✓ Link to other Competitive apps
- ✓ Ability to Build Your Trip/Challenge

# App Feasibility

## Local Business Participation

- Interest?
- Functionality?
- Usability?

## Developer Selection

- Find developer for vision check and feasibility discovery process.
- Selected Reusser Design – Digital Firm
- KCCVB vetted 23 companies for website development; Reusser award winning.

## Developer Initial Meeting

- Discussed vision, ideas, research to date, plan
- Feedback: “This vision is something special”



# Application Development



## High Level Functionality Review

- Reusser Design converted high level functionality concepts into Detail Challenge View.
- Custom Native iOS (Apple) and Android mobile app will be developed for Apple and Google Play stores.
- User Registration will be required after download.
- App will take user to onboarding screen that showcases features and functionality within the app once registered.
- Dashboard showing the latest challenges and active challenges will be included on home page.
- Users can browse and search for challenges by type of challenge, duration and time frame.
- Leaderboards available to see who has the most points in the county or within a specific challenge.

# Application Development (Cont'd)



## **Development Plan**

- Project Kickoff

## **Discovery & Technical Planning**

- Finalize functionality and create detailed functionality requirements.

## **Content Strategy**

- Determine the tone/voice and style of writing for messages throughout the app and web application.

## **User Experience**

- We will design low-fidelity and high-fidelity prototypes based on functionality.

## **Development**

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- Develop iOS app and release for testing then develop Android version.
- Develop out the complete functionality of the web application.

## **Quality Assurance Testing**

- Test the application
- Facilitate feedback and bug testing to ensure the app and application work well before launching.

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# Key Takeaways

## County-wide Impact

The Engage Kosciusko application meets a need within the county.

Full plan is already drafted!

## Geo Area

All geographical areas of the county where assets exist to develop creative engagement opportunities.

## Audiences

Residents

Leisure Visitors

Groups

Visiting Friends and Family

Business Leisure

Corporate Talent Attraction

## Sustainability and Scope

KCCVB has agreed to own the app with community interest noted.

## Revenue Generation

## Do-able

While COVID-19 may have delayed resource gathering to build and launch, confident it is in foreseeable future.

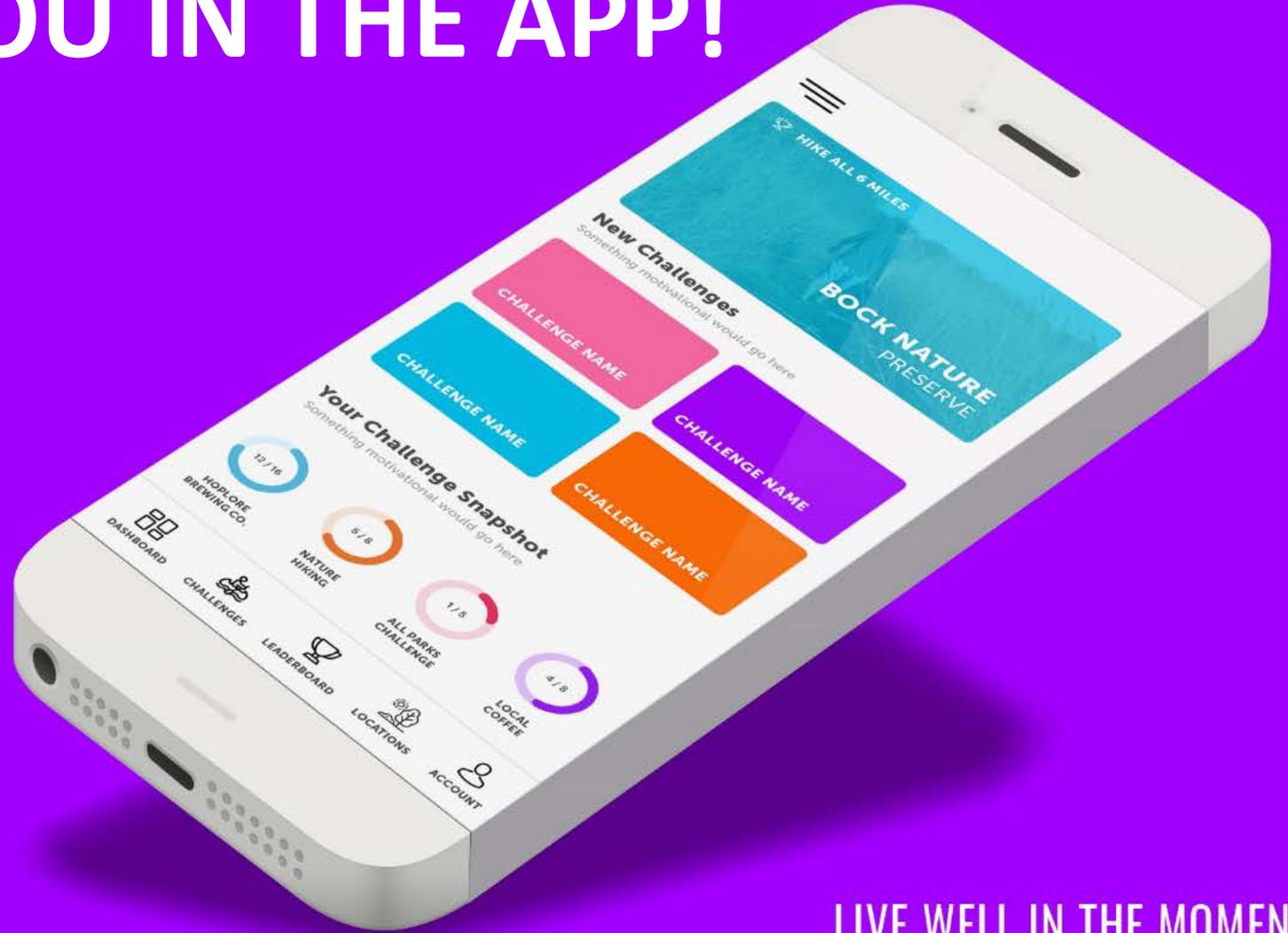
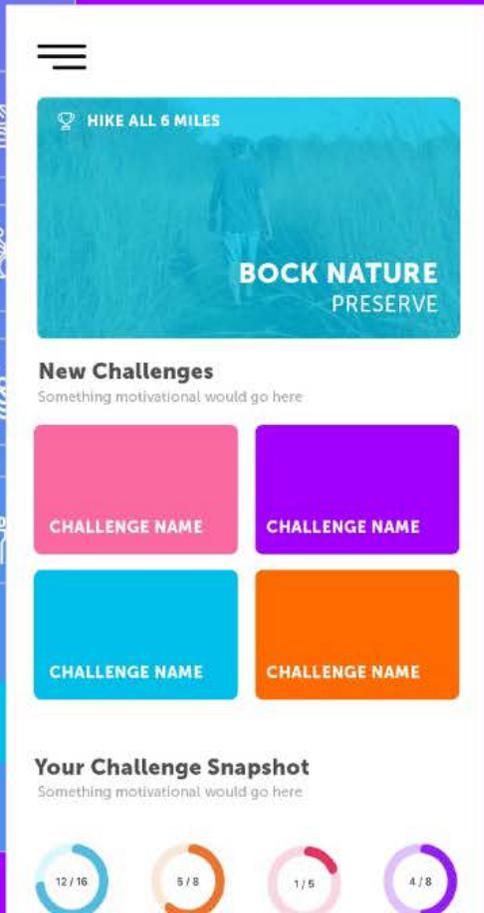
## Keys to Successful Engagement

- ✓ Development
- ✓ Functionality
- ✓ Content
- ✓ Opportunities for New Explorations
- ✓ Competitions
- ✓ Marketability
- ✓ Users w/ ability to Share
- ✓ Fun!

Live Well in the Moment



# SEE YOU IN THE APP!



LIVE WELL IN THE MOMENT

