

ENGAGE KOSCIUSKO

Live Well in the Moment

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Product – Service – Methodology –

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

- We will first architect the database model and web application.
- 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.

Proposed Budget

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

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

Other Costs to Consider

Services	Budget Range
Amazon Web Services (Hosting) Hosting costs for web application based on traffic and storage needs.	\$75.00 - \$125.00 / month
Digital Marketing Retainer 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
Support & Maintenance Agreement On-going development and maintenance support of the platform and apps. Includes performance monitoring services for platform health.	\$1,250 / month
ADA WCAG 2.1 AA Compliant Ensuring that the application and website is ADA compliant.	<i>Increases development costs by 10-15%</i>
Apple Developer Account Annual cost to submit an iOS app to Apple App Store	\$100/yea r
Google Play Store One-time cost for submitting Android app to Google Play Store	\$25.00

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.

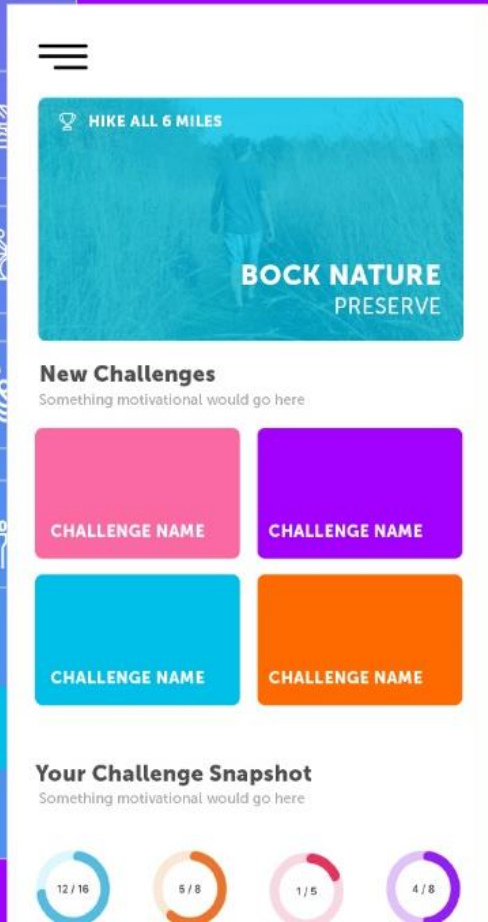
Keys to Successful Engagement

- ✓ 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

