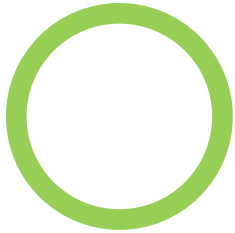




Fund for the Arts Mobile App
June 8, 2015



Octoprise
*Specializing in Product
Development & Management*

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Capabilities: mobile experience

Experience begins in 2008 with the product management of .Mobi sites for HelloMetro and extends to the most recent campaigns and applications that include Linetracker, a marketing platform integrating an iOS application and a mobile enable website.



Capabilities: a case study

Linetracker (2014) : Using a mobile solution to log field activity into the marketing & sales processes
An iOS and web app that allowed field technicians, marketing, and sales teams to leverage combined efforts to increase customer loyalty, penetration, and satisfaction.

Administrators' Web App

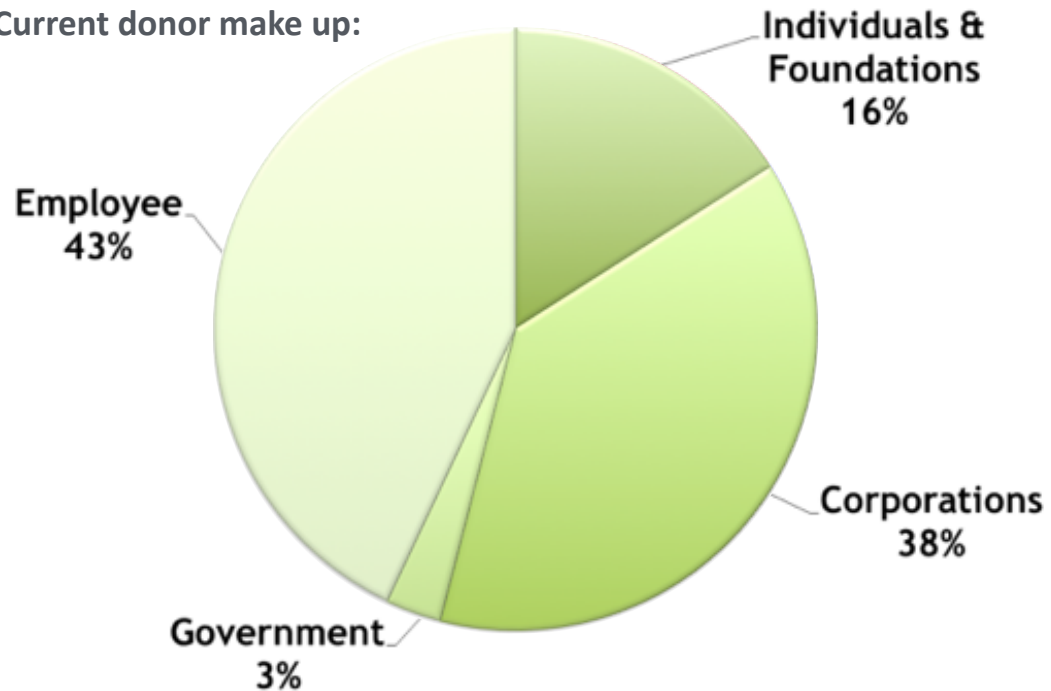
Field Technicians' iOS iPad App

Marketing & Sales Data

Content & Users

Engage & better serve donors

Current donor make up:



Value add to Partners & donors

Leverage resources to build:

- Digital Partner events calendar
- Mobile and web ticketing and discounts
- Social media integration

Engage & better serve donors: corporate

Corporate Engagement around the arts

Administrators' Web App

User: Fund for the Arts: Jane Smith

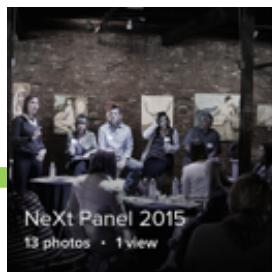
Jeffboat Jeffboat Workplace Campaign May 2015

company description <https://www.flickr.com/photos/ftapics/sets/72157652801756489>

Choose Image ...



Flickr Albums



Content

Strategic alignment

- Share stories about the impact of the Arts
- Engage in community conversations about a vibrant Arts community and how to achieve it
- Identify and share how your organization is helping Fund for the Arts fulfill its mission

Company feature

- Recognition of company page

Sample iOS App Company page



Engage & better serve donors: employees

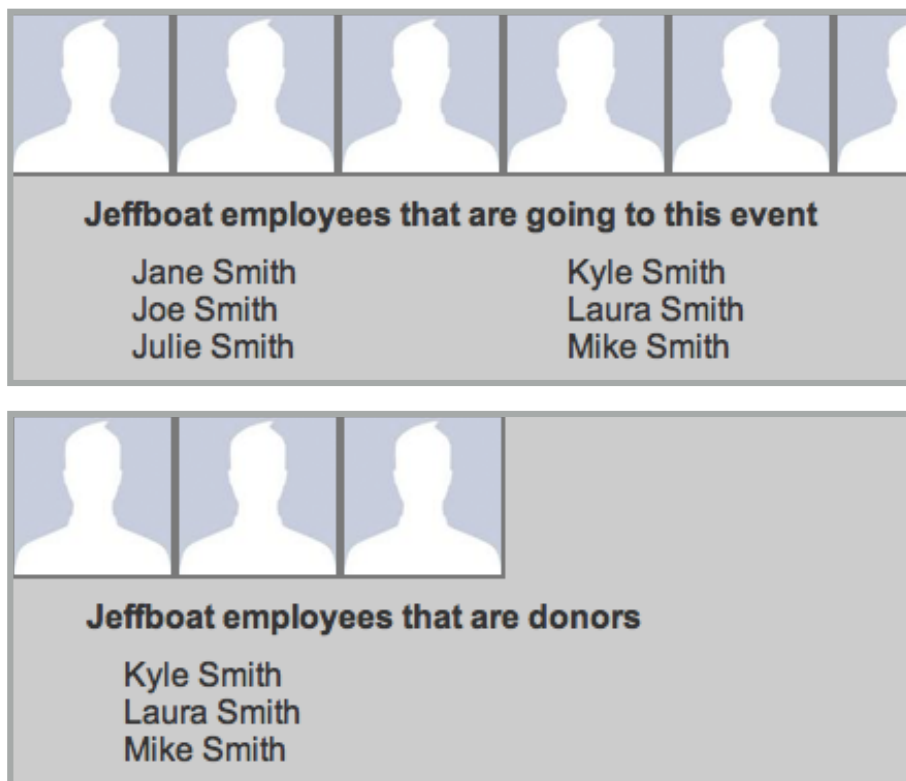
Strategic alignment

- Give to the Fund for the Arts
- Engage in community conversations about a vibrant Arts community and how to achieve it
- Identify and share how your organization is helping Fund for the Arts fulfill its mission
- New employee campaigns

Employee features

- Recognition of fellow employee activities within the platform
- Access to discounts and tickets

Sample iOS App pages



Engage & better serve donors: individuals

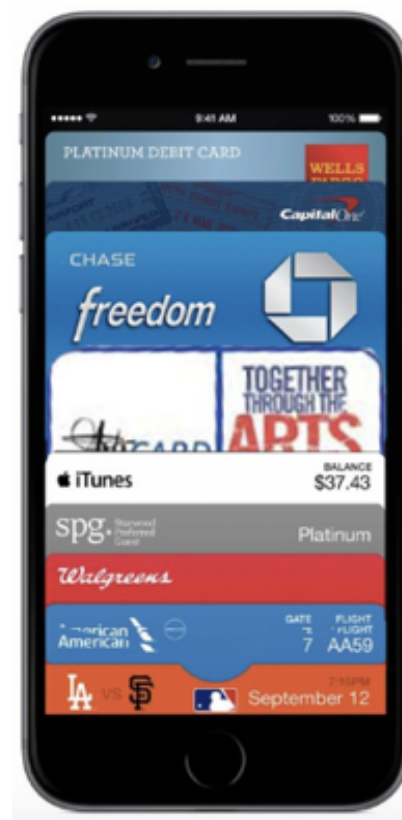
Individual engagement (discounts & incentives)

Strategic alignment

- Attend Arts events
- Give to the Fund for the Arts
- Give to the Arts in acknowledgement that the ticket price does not cover the total cost of doing business

Digital ArtsCARD features

- Logon or validation
- Promotions and discounts
- Digital events calendar



Value add: exposure through 'experience the arts' approach

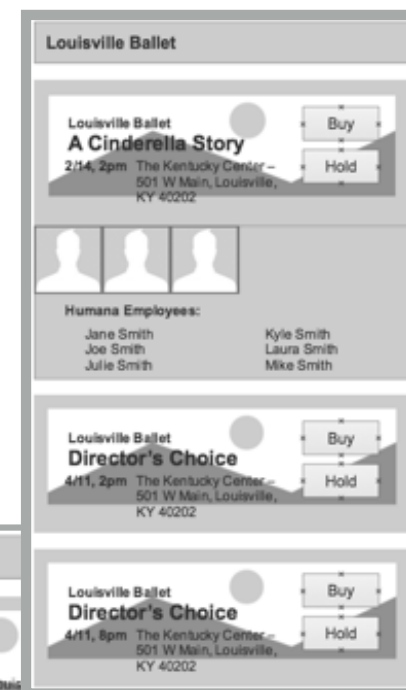
Strategic alignment

- Attend Arts performances and exhibits
- Engage in community conversations about a vibrant Arts community and how to achieve it
- Identify and share how your organization is helping Fund for the Arts fulfill its mission
- Share stories about the impact of the Arts

Value add features

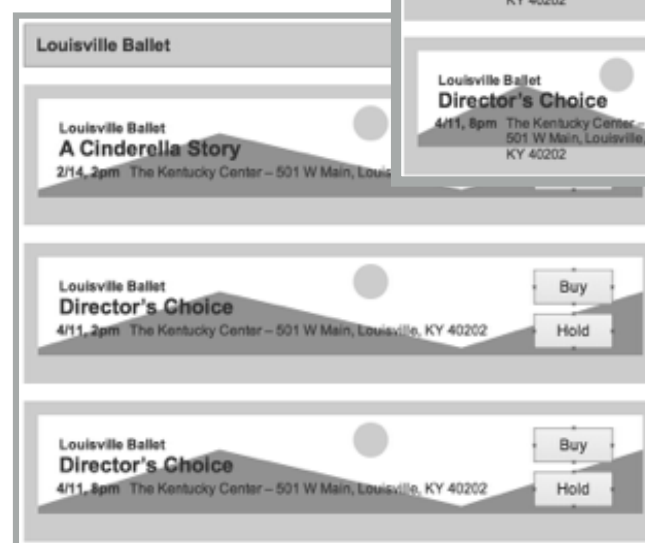
- Establishing a community events calendar
- Ticketing for Partner organizations
- Distribution of Partner events to Do502, LEO, CJM, and partners' web sites
- Integration with social media for social proof

iOS App



Administrators' Web App

Web App



Content & Users

Project process & responsibilities

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Fund for the Arts		Octoprise	
July 1	Determine working group & point person Participation of working group		Planning <i>Making sure what's planned to be built aligns with your strategic goals.</i>
• • • • •		Facilitate ideation workshop Present features in a prioritization worksheet Discovery & costing of each feature	
	Prioritize features Determine scope		
• • • • •	Contract execution	Create high level timeline & finalize contract	
		Contract execution Talent & resource allocation Advance prototyping Create detailed timeline Demo prototype to the Fund Aggregate feedback from donors and patrons	
	Fund acceptance of prototypes		
• • • • •	Fundraise for application platform	In-person fundraising meetings Development of application platform	Execution <i>Making sure what's built aligns with what we've planned.</i>
	Bi-weekly operational meetings (15-60 minutes)	Development of application platform	
	Create go-to-market strategy Find actionable outcomes from data reports	Testing & defect resolution Demo of release candidate	
• • • • •	User Acceptance Testing by the Fund		
January 1		Training Ongoing support & defect resolution	Launch



Reduce the amount of features needed to be built to achieve the Fund's strategic goals.

Build the right things.

Feature Prioritization Worksheet				
Primary Goal of the Release:				
Objectives				
#	Description	Weight (1 to 5)	Max Score	
1	New Employee Campaigns	3	15	
2	Power2give Projects	4	20	
3	Attend Arts Events	5	25	
4	Give to Fund for the Arts	2	10	
5	Engage in community conversations about a vibrant Arts community	5	25	
		Total	95	
		Scores (1-Lowest to 5-Highest)		
Feature #	Feature Description	Objective 1	Objective 2	Objective 3
1	Event Calendar	2	2	5
2	Donate Now Button	3	3	5
3	Content based on user segmentation	5	5	4
4	Social media profile integration	5	5	2
5	Flickr account integration	0	0	0
6	One time data load with Tessitura	3	3	4
7	Real-time integration with Tessitura	0	0	0

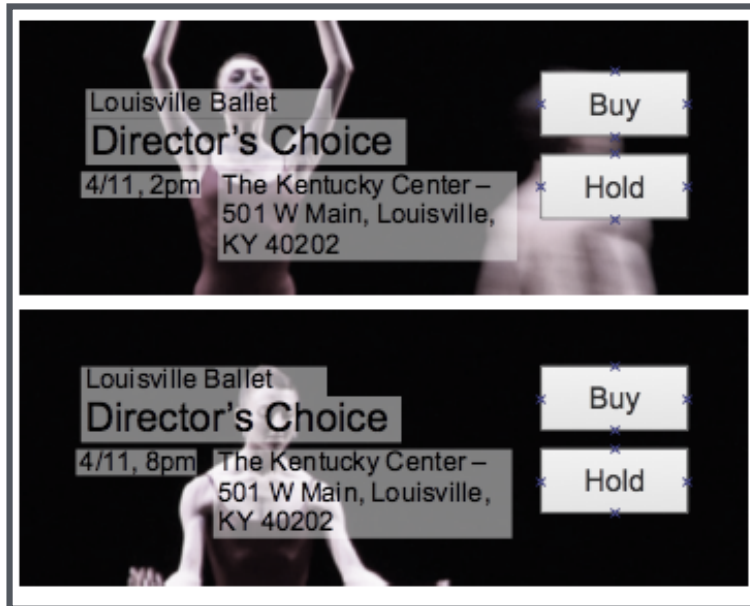
- Capture all the 'suggested features' in an ideation workshop.
- Align the features with the Strategic plan.
- Estimate cost for each feature.
- Prioritize all the features for development.

and

or

Reduce the cost to build the features.

Build them for less.



- Reduce errors in feature development through Scrum project management.
- Demo completed work bi-weekly demos of complete to a Fund for the Arts point person.
- Leverage existing digital assets.

One-time Application Platform Fees

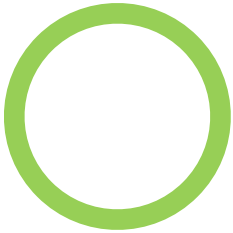
Consumer Mobile Experience	\$28,900
Web Consumer Experience	\$7,500
Web Administrator Application	\$11,900
Total Application Development Fees	\$48,300

Costs will also be broken out by feature delivery after an in-depth discovery process. This will allow external stakeholders to have transparency into the cost structure.

Ongoing Fees

Data Entry: For instance, this would be entering all the data for the Partner Organizations or the event data.	Manual data entry will be \$3 per event. An event data load will be \$45.
Reporting: An example would be to generate a report from Tessitura on all the current tickets remaining for all the events in the system.	Reporting will be priced at \$45 per report.
Manual Data Load: This cost would be to load the 'Remaining ticket report' generated from Tessitura into the system through the included data load feature. Performing these data loads would be fairly simple, and Fund for the Arts staff could be trained for this to reduce external costs.	Loading data will be priced at \$45 per load.
Application Hosting: This monthly cost would be for hosting of both the data and the application. There would be no recurring licensing costs.	Application hosting will be \$950 per month of operation. This will cover all three pieces of the platform and will include time from the first demo of the platform.
Training & Support: A two-hour training on release will be provided on-site. This can be attended by an unlimited number of people (as well as it will be available through a webinar). Additional training can be provided.	Training and support will be offered at an as needed basis of \$95 per hour.

Thank You & Questions



- Depth of Knowledge
- Collaborative Approach
- Established History of Delivery

