Museum IOS (IPAD) Augmented Reality Application Project

REQUEST FOR PROPOSAL

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I. GENERAL INFORMATION

A. Purpose

A famous Chinese proverb “One picture is worth ten thousand words”, this is what ICBA is seeking respondents for the soil museum to showcase useful information and researches with the help of Soil Museum. Using Augmented Reality, ICBA seek an IOS mobile application for Apple IPad through which visitors of the museum can experience and get the useful information on different kinds of soil tools, many types of Soil and rocks from UAE and others researches on soil displayed in the museum.

Following are high level requirements:

- **Eye Catching Presentations** - With the help of Augmented Reality it is required to provide the information, with a unique user experience that includes animations, images, videos and 2D model.
- **Higher Retention** – With simple scan user will get information of Soil Museum objects, can drill down to details of any particular item, virtual map to direct to the nearest objects, share content over email and many more. This experience creates a complete information cycle and which help user to retain more in the app.

B. Instructions on Proposal Submission

1. Closing Submission Date

Interested developers should submit their proposals by **Friday, August 31st, 2016 at 5pm** (U.A.E local time) at email address procurement@biosaline.org.ae

2. Inquiries

Inquiries concerning this RFP should be mailed to:

Ahmad Karim  
[a.karim@biosaline.org.ae](mailto:a.karim@biosaline.org.ae)

Sherzod Kosimov  
[s.kosimov@biosaline.org.ae](mailto:s.kosimov@biosaline.org.ae)

3. Conditions of Proposal

All costs incurred in the preparation of a proposal responding to this RFP will be the responsibility of the bidder and will not be reimbursed by International Center for Biosaline Agriculture, (hereinafter referred to as ICBA).

4. Instructions to Prospective Contractors

Your proposal should be addressed as follows:

Subject: **Museum IOS (IPAD) Augmented Reality Application Project**  
[Procurement@biosaline.org.ae](mailto:Procurement@biosaline.org.ae).

It is important that the service provider’s proposal be submitted to the designated email that will be opened by ICBA at the appointed time.
Failure to do so may result in premature disclosure of your proposal. It is the responsibility of the service provider to insure that the proposal is received by ICBA, by the date and time specified above. Late proposals will not be considered.

5. Right to Reject

ICBA reserves the right to reject any and all proposals received in response to this RFP. A contract for the accepted proposal will be drafted based upon the factors described in this RFP.

6. Notification of Award

It is expected that a decision selecting the successful firm will be made within two (2) weeks of the closing date for the receipt of proposals. Upon conclusion of final negotiations with the successful firm, all Vendors submitting proposals in response to this Request for Proposal will be informed, in writing, of the outcome.

II. SCOPE OF SERVICES

Service provider will be required to perform the following tasks:

- Scan pre-determined different types of objects displayed throughout the Soil Museum which includes different types of Soil tools, Types of Soils, Types of rocks, Formation of different soils, landscapes and plants etc.
- UI/UX design for Augmented Reality (AR) application with animations.
- Launching the application with well-defined animations.
- Custom objects recognition to access information of that particular object.
- Database model design to access each object information.
- Web services API integration to access ICBA data source for Soil Museum objects.
- Show brief overview of a particular object on scan via iPad AR App and show directions for the nearest object tagged to a map of inside and outside exhibits of the museum.
- Brief overview includes a short text description, image or video related to a particular object.
- More detail drill down of particular object will be available for user who found interest in that. All this information will be presented to user with unified animation experience.
- Multiple detail pages can be provided for information of a particular objects along with images and videos on each page (if required).
- Make inventory of the viewed objects and sharing information of any object via email.
- Restricting application of ICBA on iPad for user. User will not able to open any other application other that ICBA AR App.
- Distribution and Deployment of application through iTunes private store. Not accessible for public users.

Implementation Responsibilities:

- Vendor will be responsible for taking photos of the items ICBA team recommend for AR application;
- Vendor will analyze the requirement and recommend any additional apple services and SDK required with costing.
- Vendor will be responsible for full integration, installation and configuration of application;
• Vendor will provide **6 months’** free support of application after go live.

• Vendor must submit project documentation to IT Section that includes; Project proposal, Project requirements document. High level Application DFD, UAT and go live sign off. 
**Without these deliverables project will not be considered complete.**

• Vendor must ensure to use Agile and waterfall mixed development approach.

• Vendor must provide UAT at least 15 days before going live.

**Implementation Responsibilities of ICBA:**

• ICBA will provide all the related information of objects used for AR.

• ICBA will provide access to the relevant data store for the development of API for data fetching.

• ICBA will provide iPad Devices for testing.

• ICBA will provide Apple enterprise account for development and distribution.

**Knowledge Transfer**

During the implementation, Vendor shall provide comprehensive training sessions for the application usage and backend administration to the ICBA team upon project completion and handover all source code of the application.

**Timeline**

Project delivery and implementation will be expected to be completed by **November 6, 2016 (Final version)**.

Since the deadline is very critical for this project, a penalty will be applied in case of delay from the Service provider.

**III. PROPOSAL CONTENTS**

The bidder is expected to provide, as a minimum, the below information in the proposal:

1. Demonstration of relevant qualifications for this project;
2. Background on company/business including history, staff size and experience;
3. Technical Proposal where a description of technical approach to delivering on the scope of work is identified; if additional services are proposed, they should be identified separately;
4. Training for the services proposed;
5. References of at least three clients with similar projects in the last four (4) years.
6. Past work experience and project details, references’ URL and contact details are also required
7. The Service provider should describe his and his team’ experience, in the following categories:
   • 4+ Year of rich domain knowledge with comprehensive understanding of Mobile Application Development.
   • Experience of working with UAE government on many major applications which involves complex algorithms, rich UI Animations and most importantly tight deadlines.
   • Ability to architect Mobile as well as Drupal based backend.
   • Knowledge of all phases of Software Development Life Cycle with concentration on requirement analysis, architecture, development and implementation of various applications.
• Hands on experience and Knowledge of Agile Development and Scrum including the execution and processes.
• Experience of developing complex functionality, rich GUI and user-friendly mobile apps in iPhone and Android.
• Designing Mobile as well as API structure with high performance capability at mobile end.
• Experience in working in different phases of projects, requirement analysis, architecture & designs, implementation and deployment.

8. If the service provider is a freelancer in UAE, he needs to provide the registration license.

A. Price

Service providers are required to present a breakdown of the cost. That includes;

• Provide a deliverable-based pricing and billing schedule.
• Provide cost of any additional services required.

Payment will be done upon completion and acceptance of each milestone as per the agreed work plan.

IV. PROPOSAL EVALUATION

ICBA will review proposals and make recommendations to the Management for final approval. The Management may request a meeting with some qualified Vendors prior to final selection. Proposals will be reviewed in accordance with the following criteria:

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<th>Criteria</th>
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