**Invitation to tender
for the development and maintenance of:**

# 'WorkOut'
# an online mental
# fitness application

# Contents

# 1. Introduction

## 1.1  Summary of Web Strategy

The overall aim of 'WorkOut' is to improve the mental fitness of young men in Ireland.

This tender document pertains to the design and development of a website which provides an interactive mental fitness programme to users, henceforth referred to as the *'WorkOut'* app.

A campaign is planned for May/June 2012 encouraging young men to increase their mental "fitness".  The WorkOut app will be used as a tool or hook for this campaign.

The app is based on a Cognitive Behavioural Therapy model, whereby the user is given tasks to undertake over a period of time and required to log, track and monitor the changes they experience.

An easy to navigate application is required.

## 1.2  About Us

The Men's Health Forum Ireland (MHFI) is currently developing two suicide prevention pilot projects targeting young men, one in Northern Ireland and one in the Republic of Ireland.

The pilot site for the project in the Republic of Ireland is in collaboration with the Inspire Ireland Foundation (Inspire).

Inspire Ireland's flagship service is http://ie.ReachOut.com  -  an online mental health resource to help young people get through tough times.

These pilot projects are being funded by the Health Service Executive National Office for Suicide Prevention (ROI) and the Public Health Agency (NI).  Both pilot projects are being overseen by the Institute of Public Health in Ireland, an all-island body.

The 'WorkOut' app will be modelled on an application already built and in beta version in Australia by the Inspire Foundation Australia.  Visit www.workoutapp.com.au for more information on the 'WorkOut' concept.

The MHFI and Inspire Ireland would now like to engage an Irish developer to build an Irish version of 'WorkOut' for an initial launch and trial in June 2012.

## Application Instructions

**Final date for tender applications  -  30<sup>th</sup> March 2012**

**Final deadline for design, creation, testing and operational launch of WorkOut - 25<sup>th</sup> May 2012**

You should only consider tendering for this project if you are confident that you can complete the project within the specified timescale.  It is imperative that we stick to the stated deadline.

The final payment for work undertaken is conditional upon the Project Team's acceptance of the quality of work presented and the completion of tasks within the agreed time limits.

Please submit a VAT included budget (if you are liable for VAT) and quote all prices in Euro.

If you have any queries about this tender process, please contact:

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Inspire Ireland Foundation
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# 2. Requirements

### 2.1  Objective of Website

The main aim of the application is to increase "mental health fitness".

To do this, the application will introduce a number of life situations and areas to observe and monitor.  The user will then be encouraged to make changes by undertaking missions and then tracking their achievements.

The current WorkOut application encourages the user by such motivational tools as logging missions in a report card and scoring achievements.

### 2.2  Target Audience

General male population in Ireland from the age of 18 to 25 years old.

### 2.3  Development of Content

We will provide all content for modules and missions in the WorkOut application.

The content on the current Australian version www.workoutapp.com.au is available to us to use.  However, as this content has been developed for an Australian audience, it will need to be localised for the Irish market.  We will provide this localised content.

The branding and identity of the Australian application is also available to us. However, a number of elements within these graphics may not be relevant for the Irish market e.g. palm trees and beach images.

www.workoutapp.com.au uses instructional videos throughout the site to inform the user of the next steps. These did not score highly in our user-testing, therefore they are not something we will be re-creating for an Irish offering. However, clear, easy to use and easy to access instructional information must always be visible.

Video content may be added, not to instruct navigation but to enhance modular content.

The existing modules on www.workoutapp.com.au contain a number of missions that required the printing out of PDFs. We want to avoid this, and keep all logging and monitoring online within the app itself. This will encourage repeat visits and better use of the app.

The modules used to monitor the well-being of users have and will be created in conjunction with one or more of Inspire's Clinical Advisors.

## 2.4 Content Management System (CMS) Requirement

We will require access to an online CMS that will allow us to do the following:

- Edit all page copy and images

- Add, hide and delete pages as needed

- Add/edit Meta title, keywords and description on all pages. Meta data is to be individual on all pages.

- We may need to add videos. Videos will be taken from YouTube Channel or Vimeo channels

- Add/delete MP3 files

- Add/delete Google maps

Mindful of the parameters of our budget, we are open to the possibility of MHFI and/or Inspire staff being responsible for managing site content on an on-going basis. Please be explicit in your application if this can be facilitated by your proposed content management system.

## 2.5 Functionality and other Requirements

This application will provide a highly interactive user experience encouraging continuous use.

We will need a website usage analytics package installed to monitor use.

**This project requires:**

- The design, creation and establishment of an interactive 'WorkOut' application in the form of a website which will enable visitors to register and then record, track and measure improvements to their mental fitness.
- We also require costings for hosting / domain registration and ongoing maintenance of the site.


**Requirements**

The 'WorkOut' site/app will:

- Have a design that is engaging for young men - identity can be tweaked from the existing Australian version.
- Be easy to use, and allow quick and intuitive navigation throughout the site.
- Be accessible to the largest number of visitors possible (who will be using a range of operating systems and browsers).
- Avoid asking visitors to download additional plug-ins / other software to view pages.
- Provide interactive quizzes to assess the initial well-being of users.
- These quizzes should also be available to be taken at any other time.
- All tracking of missions undertaken should be input through the app.
- Offer automated display charts to monitor individual progress.
- Due to the sensitive nature of some of the quizzes and content, sharing results on social media sites may not be advisable.  However, a shared space for the community using the app to only show their achievements/trophies/goals could be a valuable option.
- Provide clean links to the mental health information available on ie.reachout.com - then giving the appearance of moving back to the app seamlessly to the user.
- Have the ability to set-up email alerts to notify checking for the user to customise to suit them.
- Be optimised for mobile phones.
- Be optimised for search engines.


This application is a new collaboration between Inspire and the Men's Health Forum in Ireland.  Where indicated within the build it should link into the website ie.reachout.com for mental health information.

## 2.6 Delivery Schedule and Completion of Work

**Timescale for this Work**
Proposed timescale for this work is:

| Task | Date |
|---|---|
| Tender advertised and submissions from potential suppliers sought | March 22$^{nd}$ 2012 |
| **Closing date for tender applications** | **March 30$^{th}$ 2012** |
| Meetings with short-listed suppliers | April 5$^{th}$ 2012 |
| Confirmation of preferred supplier and reserve supplier | April 6$^{th}$ 2012 |
| Progress meetings with contracted supplier | April - May 2012 (once per month in person) |
| **Final deadline for design, creation, testing and operational launch of 'Work Out'** | **25$^{th}$ May 2012** |

## 2.8 Maintenance, Training and Support

Please indicate if costs for the maintenance, training and support for the website are to be included.

If this is the case, they need to be a once-off charge.

## 2.9 Copyright Issues

All content, graphics and images are the copyright of the Inspire Ireland Foundation and The Inspire Foundation Australia. MHFI and Inspire Ireland also require full ownership of the site coding and architecture.

## 2.10 Hosting and Domain Name Requirements

It is to be decided if there will be two entry points into WorkOut.

**Option A:** It is a stand alone site with its own url.

**Option B:** It is integrated with ie.reachout.com.

**Domain:** We may purchase **www.workoutapp.ie** and create a re-direct even if we go with option B.

## 2.12 Reference Sites

We have selected some sites that should be reviewed for functionality as well as overall look and feel.

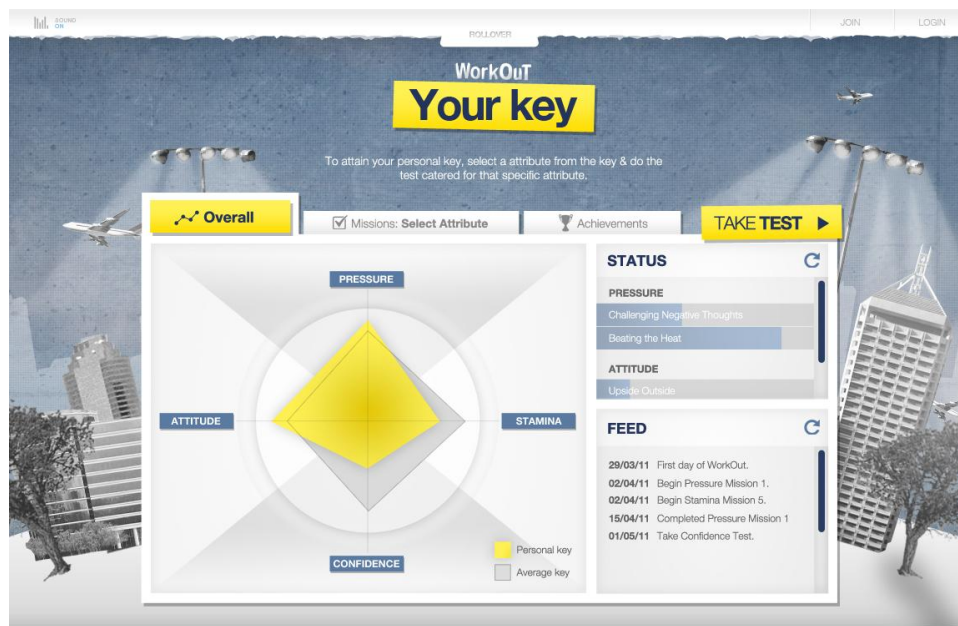| | | |
|---|---|---|
| **WorkOut** | The original from our Australian counterparts.  This branding and identity is available to us. | http://www.workoutapp.com.au/ |
| **Eight glasses a day** | Smartphone app, simple idea that encourages on-going use, with simple contemporary stylish look and feel. | http://itunes.apple.com/us/app/eight-glasses-a-day/id305938766?mt=8 |
| **Runcoach iphone app** | Fitness app for logging and monitoring over time. | http://itunes.apple.com/us/app/run-coach/id349532797?mt=8 |
| **'LIVESTRONG Calorie Tracker' smartphone app and website** | The Calorie Tracker will count every calorie you consume, but it'll also give you a comprehensive breakdown of your fat, protein, cholesterol, sodium and carbohydrate intake.<br><br>The site provides very easy to use fitness/healthy lifestyle information as well as tools for monitoring and tracking improvements and goals. | http://www.livestrong.com/thedailyplate/ |
| **Wired Magazine's how-to wiki** | Nothing to do with fitness or progress yet a how-to with an engaging, clear design for a large amount of information. | http://howto.wired.com/wiki/Main_Page |
| **Couch to 5k** | Another fitness app and site with training plans, tracking forms and ability to share within a community with similar goals. | http://trainer.active.com/couch-to-5k |

# 3. Payment Schedule

We invite potential suppliers to suggest a realistic payment schedule for their work.  It is expected that this will involve invoicing Inspire when key measurable milestones have been reached.

Payment will then be made within 30 days of receipt of these invoices if the deliverable item is acceptable.

# APPENDIX
# Australian 'WorkOut' website screen grabs
# See www.workoutapp.com.au