

## **App Specification**

### **Introduction and Background:**

[Feeding Liverpool](#) is the city of Liverpool's food alliance, connecting and equipping people and organisations to work for good food for all.

Building on our work since 2015, tackling hunger and food insecurity, Feeding Liverpool is developing and driving forward Liverpool's Good Food Plan in partnership with communities and organisations across the city.

Our aims:

- Create arenas for practitioners to share and shape good practices in relation to good food for all
- Draw on experiences from the ground to contribute to and influence policy debates locally and nationally
- Raise awareness and develop greater public understanding of food policy and related issues

Our key activities:

- Equipping and supporting people and projects to work towards good food for all
- Telling the stories of people who have experiences of food insecurity and campaigning with local and national partners to tackle the root causes of poverty
- Connecting communities through our programme of events and network gatherings
- Driving forward [Liverpool's Good Food Plan](#).

### **Project Aims and Objectives:**

Feeding Liverpool would like to work alongside an app development team to develop an app for Liverpool City Region. This app will improve communications around emergency and community food provision, which will extend the work to improve access to healthy food and health outcomes for families and children.

The project partner would be responsible for technically designing the app, working with Feeding Liverpool's Project Manager to ensure the brief is met.

The app will pull information from Feeding Liverpool's WordPress website and will enable our existing [website map resources](#) to reach a larger audience. This will enable residents and professionals to locate Community Food Spaces and healthy food provision sites. The app will also allow Feeding Liverpool to push positive public health and good food messages to families.

Our key objectives for this project are:

- Increase knowledge of where to access Community Food Spaces in Liverpool, including the Queen of Greens service
- Provide an experience that is informative and easy to use
- Ensure the app fits with our existing material and Feeding Liverpool branding

- To give people another way of finding support within Liverpool, other than using the website
- Reach a wider audience, including younger people

There will also be a targeted campaign to promote the app and encourage people to download it once it has launched.

### **Target Audience:**

Feeding Liverpool, and the food organisations they support, work with a diverse range of people from different backgrounds. The app should be suitable for everyone and user-friendly and have accessibility features attached.

It should aim to target our communities, people living in Liverpool, new people to the area, our food organisations and charity partners, as well as professionals needing to signpost people to support. The professionals are (but not limited to) GPs, Children Centre staff, Food Coordinators, Public Health, Housing Providers, Liverpool City Council, Alder Hey Children's Hospital.

The app will be used by each person to share and promote where their closest food space is to them. The app will also have links to other public health information for further support.

In addition, there will also be a communications push to promote and publicise the app amongst the above targeted audiences.

### **Market Research:**

Market research with our partner organisations and communities has identified the need for an app. Research has highlighted that the app should focus on having Feeding Liverpool's maps and to have a postcode feature. Research has also highlighted that the app should be simple, easy to use for a diverse range of people.

For example, some volunteers have suggested that an app would be beneficial to signpost people to other community food spaces in the area as their particular community food space has a waiting list and can no longer accept members.

Feedback from one of the community food spaces Feeding Liverpool works with, is that people will be able to access the app much easier than going on to their Google Search, then look for Feeding Liverpool's website and then click on the maps relevant. The app will make it easier to quickly access food support services.

A pantry member also mentioned that 'having an app would be beneficial because you then have everything in one place, it's easier to look things up and people who have phones most often have apps they use.' Another pantry member said 'the app would be good for people who are new to the area so they're able to find the right support easily.'

### **Technical Requirements:**

The technical requirements of the app are listed below.

- App to be developed from existing WordPress website
- Able to work on both Android and iOS (depending on the costs of each platform)
- Free to download
- Compatible on mobile devices and tablets

- We would like to be able to regularly access detailed analytics, including how many people have downloaded the App, preferably on a monthly basis
- Push notifications – created and set up for Feeding Liverpool
- App would need to be able to work offline
- Map based on proximity (e.g. pin to location or postcode search feature)
- Feeding Liverpool will host the app

### **App Features:**

For the app, the following features included:

- Home page with easy to use square buttons which will link to specific maps and pages
- A button that links to the [Community Food Spaces map](#) from our current website with a postcode search/location pin attached to it
- A button that links to the [Queen of Greens map](#) from our current website with a postcode search/location pin attached to it
- Information on Healthy Start – easy to read page (from our website) and links on how to sign up
- A newsletter icon, an events icon and a donate icon (all featured on the website)
- Push notifications available to promote good food messaging to families

### **Wireframes:**

The developer will work alongside Feeding Liverpool to agree on the design of the app wireframes (UX/UI) at the start of the build. This should be accounted for in project timelines.

### **Feeding Liverpool's Development Team:**

Feeding Liverpool's Project Manager will be leading the design of the app. The Project Manager will work closely with the partner organisation to discuss the design and content of the app.

The Project Manager will:

- Be the lead for this project and ensure the app is on brand and progressing
- Have access to the analytics of the app and access to push notifications
- Organise and hold regular bi-weekly meetings with the developers once the project has started
- Sign off the app, frame by frame, as and when each frame is ready
- Receive regular updates of the app from the developers bi-weekly
- Receive TestFlight access (through the development team) for 5 Feeding Liverpool team members and review updated versions of the app on this platform. This would give us access to the app before being publicly submitted to the App Store/Google Play Store
- Work with the developer to coordinate suitable marketing capabilities such as push notification capability, analytics and newsletter sign - up
- Organise community testing of the app, before it is launched and signed off at final stage
- Liaise with internal teams to ensure the app is ready to be signed off

The contact email for Feeding Liverpool's Project Manager is – [elena@feedingliverpool.org](mailto:elena@feedingliverpool.org)

**Final completion sign-off will be determined by performance testing and approval by Feeding Liverpool test users - informing the confirmation by the Project Manager.**

### **Costings:**

The proposal should set out the details and costings of the below, inclusive of VAT.

- The costings for the design of the app
- The costings for the creation of the app
- Testfly access for 5 Feeding Liverpool team members to review the app before launching
- The costings for hosting the app on platforms such as Google Play Store and Apple IOS
- The on-going maintenance costs for the app and on-going upgrade costs

Proposals must be within the project budget of £10,000 (including VAT).

**Timeline:**

The app, with all features, must be fully developed by mid-March 2024.

**Proposal Requirements:**

A detailed proposal to be at least one side of A4 and should include the following information:

- Specific references to why you want to develop the app
- Specific reference to how your proposal aligns to Feeding Liverpool's aims and values
- Specific references to how you have considered the needs of our communities and partner organisations and how you will add value
- Specific references to similar projects undertaken by your organisation, including app examples
- Your full organisation details, including location such as address, email and phone number, your charity number/company number and whether you are a Real Living Wage employer
- A specification for development timeline
- A proposed vision/draft of what the app will look like
- A budget, including the on-going costs of maintaining the app past the deadline of March 2024

Please send proposals to [elena@feedingliverpool.org](mailto:elena@feedingliverpool.org) by **5pm on Wednesday 13<sup>th</sup> December 2023**.