

Project Name: *Ohio Schools Report Card Mobile App*

ODE Project Contact: *Lacey Snoke*

WW-ME Project Contact: *Chris Jones | Cindy Byington*

Additional Contacts: *William Alston | Rick Hulse | Designers TBD*

Project Overview: *The Ohio School Report Cards site (reportcard.education.ohio.gov) reports grades for individual schools and districts and receives more than 2 million page views annually. This report card site is already an award-winner and the school grades are the most detailed and accurate of any competing service.*

Problem: *The site is built on a platform that is not responsive nor is it ideal for smartphones and does not have mapping functions. A redesign of the site in time for the next release of report card data in December 2015/January 2016 is not feasible at this time.*

Solution: **WW-ME-Rampart will** *create a mobile app (shelf life 2-3 years) that:*

- Contains certain school report grades for the state of Ohio
- Has the ability to use location-based services to view school locations on a map
- Increases ODE's reach into the mobile market
- Is easy to use | has meaningful information about schools in target demo's area

A full marketing campaign will be launched by ODE when the app is published.

Target Audience:

- Parents, especially families that are shopping for homes and want to look up school ratings as they drive and look at properties.
- Educators
- Taxpayers

Mobile Application Use: To be downloaded by parents and citizens.

Application Branding: It is important to use the existing branding and colors on the web site for the app. The branding is part of the larger ODE style guide and other products already use these icons and designs.

Project Data/Information source:

- <http://reportcard.education.ohio.gov>
- Data will be supplied by the ODE accountability team on an Excel spreadsheet or in a related format

Mobile Application Lead: WW-ME
Mobile Application Designer: WW-ME
Mobile Application Developer: Rampart Hosting

MOBILE APPLICATION PROCESS

1. **Discovery** – A deeper dive into the desired functionality of the mobile application beyond given scope.
2. **Design** – The mobile application concept design and finalization.
3. **Development** – The mobile application development and delivery.

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DISCOVERY PHASE

- **Estimated Budget for this App Design/Development?**
\$43,120 or 490 hours over 4 months
 Wireframes & Design: \$10,120
 Development: \$33,000
- **Budget for Ongoing Maintenance** (Hosting, updates, maintenance, etc.)
 Rampart hosting will offer complete secured mobile hosting as an additional cost to this proposal:
 - Yearly hosting, maintenance and updates for an amount not to exceed \$1,500 per year.
- **When Does the App Need to Launch? November launch date**
 - **Design Time: June and July**
 - **Development Time: July – October/November**

Total Design and Development Time: 4 months plus June remaining weeks

Tentative Ohio Schools Report Card Mobile App Product Delivery Date:
 Early-November (Tentative November 2, 2015)

Project Check-in Design: Weekly
Project Check-in Development: Bi-Weekly

Key ODE Contacts: Michael Sponhour, Lacey Snoke, Marsha Berkley

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DESIGN PHASE

Timeline: 3 – 4 weeks

Lead: WW-ME

- Design Preparation
- Design Wireframes
- Mobile Application Initial Design (based on chosen wireframes)
- Design Revisions
- Final Design to be delivered to Rampart

DESIGN INFORMATION

App Initial Vision/Functionality

- **Design:** Modeling <http://reportcard.education.ohio.gov>

WW-ME-Rampart will develop an iOS and Android app for the Ohio School Report Card from The Ohio Department of Education.

This app will include a:

1. Home page with access to 4 filter categories of school report data:
 - a. School District
 - b. School Buildings
 - c. Community Schools
 - d. Career Tech Providers
 - e. Real Estate (space-saved) for a potential future *Dropout Recovery Schools* category

This screen will also have a drop-down menu bar, an instant search bar and a map icon for searching by map.

2. A **second screen** to access the database: Once selecting one of these 4 categories the user will be directed to a **second screen** that lists the category alphabetically and has a search feature if the user wants to search for a particular district, school or provider.
 - a. An A-Z menu will appear on the right hand side for easier navigation.

3. A **third screen** to access the report card: Once a person selects or searches for their particular district, school, or provider the **third screen** will show the report card:
 - a. Each report card will show between 4 (Career Tech) to 7 (General) areas of grades.
 - b. The 7th area of grades on the general reports (School District, School Buildings, Community Schools) is the **Prepared for Success** grade.
 - i. **Prepared for Success** tells how prepared kids are for life when they leave high school
 - ii. There are 50 schools currently with this designation.
 - iii. This grade will have a 'View More' icon or button that, once touched, will bring out the 12 areas of the **Prepared for Success** grade breakdown shown in a graphical icon or infographic – accordion style that can also be closed in the same manner.
 - iv. For any schools without this designation, the area will not expand.
 - c. The School Districts screen will have a utility menu (sub-menu) that allows a user to search:
 - i. For a particular school in the district
 - ii. The map
 - iii. The district's profile
 - iv. **Possibly a share button to share the findings socially**
 - d. The School Buildings screen will have a utility menu that allows a user to search:
 - i. The school district
 - ii. The map
 - iii. The school's profile
 - iv. **Possibly a share button to share the findings socially**

- e. The Community Schools screen will have a utility menu that functions like the School Buildings screen.
- f. The Career Tech screen will have a utility menu that allows a user to search:
 - i. **The career tech provider**
 - ii. The map
 - iii. The provider's profile
 - iv. **Possibly a share button to share the findings socially**
4. A **fourth screen** will be the layout of the profile pages.
5. A **fifth screen** will be the layout of the map feature.
6. A user can go back to the landing page at any time through the hamburger (drop-down) menu at the top of the app.
- **ODE will provide access to all current graphics, icons and information necessary to complete design in a timely fashion.**

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DEVELOPMENT PHASE

Timeline: 2-3 months

Lead: Rampart Hosting

- Development Preparation
- Mobile Application Initial Beta
- Beta Testing and Revisions
- Final Mobile App to be delivered to ODE

DEVELOPMENT INFORMATION:

App Platform:

- Developed for iOS and Android systems
- Lightweight app
- Location-based mapping to view reports - feature
- Potential social media sharing integration
- Open for app feedback feature if it can be easily maintained and not add to the cost
 - Possible section additions for Drop-Out data

- Prepared for Success integration as described in design brief
- **Data Management Level/Need:**
 - **App will populate information from a static internal data set only.**
 - Rampart will potentially handle yearly mobile app hosting, maintenance and updates
- **Data Collection:** To be sourced from ODE accountability team
 - Data set includes 5,000 entries (including buildings, districts, Community Schools)
 - Current Data set will be available immediately for School Districts/buildings, Career Tech, and Prepared for Success (about 50 data entries)
 - **School Districts/buildings** data set has 7 areas of grades
 - **Career Tech** data set has 4 areas of grades
 - **Prepared for Success** data set has 12 areas of grades
 - New school grades update one will be available December 2015
 - New school grades update two will be available January/February 2016
 - After that it will be released yearly with the next report in August 2016
 - New Career Tech data set available August 2015
- **ODE will provide any Book of Standards that governs accessibility.**

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DESIGN/DEVELOPMENT TIMELINE:

June 26 – ODE deadline to provide access to all Ohio School Report card graphics, icons, etc.

Week of June 29: Wireframe creation/finalization and design start

Week of July 6: Design development

July 7: Wireframe/Design updates with ODE (phone or in-person)

Week of July 13: Design development

July 17: Design updates with ODE (phone or in-person) – possible finalization or revision

Week of July 20: Design development

July 22: Design check-in with ODE – finalization or preparation of delivery of design assets to Rampart for development.

July 24: Deliver design assets to Rampart for development

Week of July 27: Rampart App Development

Week of August 3: Rampart App Development

August 7: Development updates with ODE (phone or in-person)

Week of August 10: Rampart App Development

Week of August 17: Rampart App Development

August 21: Development updates with ODE (phone or in-person)

Week of August 24: Rampart App Development

Week of August 31: Rampart App Development

September 4: Development updates with ODE (phone or in-person)

Week of September 7: Rampart App Development

Week of September 14: Rampart App Development

September 18: Development updates with ODE (phone or in-person)

Week of September 21: Rampart App Development

Week of September 28: Rampart App Development

October 2: Development updates with ODE (phone or in-person)

Week of October 5: Rampart App Development (beta testing)

October 9: Development updates with ODE (phone or in-person)

Week of October 12: Rampart App Development (beta testing)

October 16: Development finalization or revisions (phone or in-person)

Week of October 19: Rampart App Development (beta testing)

October 23: Development finalization or revisions (phone or in-person)

October 30: Development finalization and delivery of app to ODE (in-person meeting)

November 2, 2015: Tentative *Ohio Schools Report Card Mobile App* launch date