**ICUC Committee Conference Call: April 1, 2015**

**Participants**

Abe Miller-Rushing (DOI), Kathryn Parlee (EC) and Christine Tilburg (GOMC)

**1. Discussion RFP Elements**

Individuals on the call discussed important elements to include in the RFP. Key elements are:

1. Close work with the ESIP ICUC team (including GOMC IT)

2. Interactive design

3. Utilization of established ESIP branding

4. Creation of a design charette

5. Attention to interface and screen design

6. Include usability testing

7. Quality testing

Abe Miller-Rushing also suggested that the following items should be included in the RFP:

* Profile of anticipated user. (Abe mentioned that the user will need to be considered in development of the app. He wondered how the user might be described: Professional? Older? Student? Smartphone saavy? Familiar with ESIP site already?
  + Individuals on the call discussed the potential users. The user profile is quite broad as it includes the extremes of age brackets (students and seniors). It includes organizations already familiar with ESIP (and delivering information via ESIP’s webtools) along with Geocache participants.
* In addition Abe wondered if the app will include educational content. For example, a brief description of why people are monitoring for eutrophication. The app could also send the user to ESIP fact sheets or other products. Kathryn Parlee mentioned that some the apps previously discussed had educational slideshows upon opening the app.
* The app also might allow for users to provide feedback. Abe mentioned that this will likely be important for future versions of the app.

**2. Draft Timeline**

The entire project needs to be completed in October. Christine proposes the following timeline:

* RFP finalized by April 21, 2015.
* RFP released April 24, 2015.
* Interviews conducted May 1 – May 15, 2015.
* Interviews completed and ICUC team determines winning proposal May 15, 2015.
* Winning proposal decided by May 18, 2015.
* Beta version due from consultant on August 10, 2015.
* Final app due from the consultant September 11, 2015.
* Final upload and review done by October 30, 2015.