

Tap-it briefing session – Thursday 28th April – Q&A's

Q1. Is there a cost to download the app?

A1. No it is free to download from the app store, android and xxx

Q2. Do both parties have to download the app i.e. invited contacts?

A2. Yes

Q3. When recurring alerts are made, what kind of messages would the user's friend receive?

A3. An example of a message would be "John has sent xx alerts recently, does he have a bigger safety issue? Fill in this questionnaire to determine what the problem could be"

Q4. How long has the prototype app been around for?

A4. 18 months

Q5. Are there any statistics on usage?

A5. there have been around 2,500 to 3,000 downloads, but the app has not been widely marketed.

Q6. What are the stats on maintaining the app and usage after download?

A6. Downloads were just over 2000. The previous version of the app was subject to a limited pilot. That version had significantly less features and the metrics from that pilot only considered downloads alerts and subsequent referrals to services.

Q7. Are there any competitor's i.e. similar apps on the market?

A7. Yes there are apps that do similar things. Tap-it is trying to drive connections with local authorities and put vulnerable people in touch with the right agencies.

Q8. What happens if you map/ report an incident that didn't happen in your borough?

A8. The app will tell you about services available to you in your borough even if you are in a dangerous/ vulnerable situation in another borough. Incidents can be mapped anywhere, you don't have to live in a borough to map an incident there.

Q9. Do you have to be connected to data?

A9. You need a data connection, either wifi or 3/4 G.

Q10. How do you add contacts? Is there a contact invitation?

A10. You have to know your contact's email address.

Q11. Are you looking to do some integration of the app with the user's contacts book?

A11. That was available in the previous version of the app but was taken out. It was taken out because SMS messaging was used and messages were not arriving.

Q12. Can you block users – in the event that you didn't want someone to locate you?

A12. A user cannot block another user – blocking a contact can only be done by an agency you are in touch with and has to be done via the web app. However, a contact is unable to locate a user without the user's permission.

Q13. Can you delete a contact?

A13. Yes.

Q14. Does the app have social integration i.e. with Facebook?

A14. No

Q15. Is there any scope for technical/ design changes?

A15. The scope of the invitation to tender is purely for marketing. However the successful bidder is welcome to comment on the functionality of the app, and London Councils will feed that back to Xantura.

Q16. What have user/ focus groups said about the app?

A16. A focus group has been undertaken with Southwark Youth panel, who came up with the name Tap-it. Focus groups have not been undertaken in the target demographic of 18-45 year old women in London.

Q17. What is the driver for helping local authorities to capture data?

A17. London Ventures is funding the Local Authority licences for one year (the licence gives them the ability to use the 'push message' function and add local safe sites and service information) if they are going to continue to use the app as part of their community safety package they need to know levels of usage.

Q18. Please explain the process for data ownership and privacy.

A18. Data is not shared and you will be asked if you want to have your data shared with an agency.

Q19. What is the journey of someone reporting an incident?

A19. When an incident is reported, the user gets no response. If the borough the incident occurred in has lots of similar reports, they may choose to tackle that particular problem.

Q20. Where did the target demographic come from?

A20. From evidence that suggests there is a larger community safety issue – which is a major problem for councils in London. In order to focus the marketing effort an archotyping workshop was undertaken in December 2015.

Q21. What is the value this app gives to women in the target age range?

A21. We expect the successful bidder to cover this in their bid.

Q22. Where in London should this cover?

A22. All of London.

Q23. What is the budget?

A23. £80,000 to £120,000.

Q23a. Does that include VAT?

A23a. VAT is excluded

Q24. Why do you need 30,000 downloads?

A24. This is the number of downloads estimated to generate referrals into agencies, and thereby have an impact upon women's safety.

Q25. Are messages sent from the app traceable?

A25. No, there is no sent box in the app; this is tap-its USP.

Q26. Can the app be accessed via the homescreen?

A26. No

Q27. What commitment is there to the app in the longer term?

A27. The London Ventures programme is supportive of the app and its potential for providing real support for vulnerable people. We see the marketing campaign as a crucial element of ensuring the long term sustainability and viability of the product, as we recognise that this type of marketplace is highly competitive and requires a strong communications campaign to broaden its appeal.

Q28. Could the app be released nationwide?

A28. Yes, in fact it can already be used anywhere – but no 'safe site' information is available but that is not in the scope of this campaign. This campaign is to focus on London only.

Q29. Will there be the chance for the appointed bidder to work with councils and their communications team?

A29. Yes and we would recommend that be a factor in the campaign. London Councils has close contacts with the borough communications teams.

Q30. How much further would the app be developed before the successful bidder is chosen?

A30. There will be no further development.

Q31. How responsive will the relationship be with Xantura and the successful agency?

A31. Xantura will be very responsive; however, the agency is to work with London Councils rather than Xantura directly.

Q32. Does Xantura have any brand partnerships?

A32. No

Q33. Do the 30,000 downloads need to be by women in the target demographic or can this include their male family/ friends/ other women not in the age range or living in London?

A33. They do not have to be all women but they do need to live in London.

Q34. Will the safety network be expanded to people the user doesn't know but who are verified as being a responsible person? Or could there be recommendations from an existing contact e.g I'm not around to collect you but my brother lives nearby etc?

A34. The app does not have this functionality.

Q35. Are there any risks that this app could endanger women, rather than helping them? E.g. would it be possible for the app to be tapped by mistake or by an attacker which leaves a woman vulnerable if her family and friends rely on this to tell them she is ok? Traditionally, people have always sent a text message to say when they are home, but people wouldn't expect that if they are relying on the app.

A35. This is unlikely as the screen needs to be unlocked to access the app.

Q36. Why has this campaign opted to focus on women downloading the app when statistically young men (who are the least likely to express fears of walking alone at night) are far more likely to be attacked?

A36. The campaign has opted for this focus as women's safety is a key concern for local authorities. Please see answer 20.

Q37 In providing an app such as Tap It, is there a risk of being accused of putting the onus for safety onto the potential victim, rather than concentrating on perpetrators of crime? The TfL cabwise campaign has come under fire for this in the past so we would need to be careful to avoid any such "victim blaming" in our communications - which will also have an impact in terms of how eye-catching we can be.

A37. It has been considered that the app is positive for helping individuals to maintain contact with a network of friends and family – however any campaign would need to avoid the potential for this to be viewed as 'victim-blaming'.

Q38. I have downloaded version 2.0 which seems to be a very basic version of the app and does not contain some of the features outlined in the Vimeo explainer video such as the ability to phone someone back after someone has requested collecting. We also feel that the app does not work as well or have many features that competing apps have as standard, is there an updated version of this app or is one planned for the future?

A38. The app launched will be the most up to date version. In terms of developing the app see A15.

Q39. A major issue for us is the fact that someone sending out a 'collect-me' request does not know if anyone within their safety network has received their request or is on their way. There also seems to be no feature for members of the safety network or communicate with each other to arrange the best person to help. Are any of these features planned?

A39. Once contact has been established with one person, the user can send out an 'I'm ok' alert to everyone else so that they know the situation has been responded to or resolved.

Q40. When a message is received to call someone to get them out of an awkward situation the receiver of this message is not given the senders phone number. This seems to be a major flaw making this feature potentially unusable, is there a planned fix for this?

A40. Yes there is a planned fix. Yes we will fix this – would like to include in wider discussion around app design

Q41. Is there any opportunity for us to have input in an updated version of the app or suggest features and design ideas?

A41. Please see A15.

Q42. The brief mentions a target audience of women aged 18-45, is there any requirement to target this demographic or is 30,000 downloads the target regardless of the demographics of those who download the app?

A42. There is a requirement to target this demographic as the objective of the campaign is to improve the safety of women aged 18-45 living in London. Please also see A33 and A20.

Q43. Would we be in control of any social media campaign e.g. have access to the Twitter account, or would we only be required to provide collateral to be used across social media?

A43. The successful bidder can produce collateral for London Councils and boroughs to use. New social media accounts could be created if the bidder thought it useful, but maintenance would be the responsibility of the bidder for the duration of the project.

Q44. Will any paid/print/outdoor media be taken from the campaign budget? Are there any opportunities to secure this through the council or from any additional budgets?

A43. There is no additional budget – please see A23. We are looking to the bidder to design a campaign that achieves 30,000 downloads – it is down to the bidder to decide which media are best to use. Individual councils *may* have their own advertising contracts with local press/ outdoor advertising in their borough which could be utilised but this is not a certainty nor available in every London borough. For further information on working with councils please see A29.