Clarifications to ITT **IGTP120** dated 27 Apr 21

* Can I confirm what this tender is for - is it just for the app, or is the website to be included in the project as well?

App only

* What is the CMS supposed to update? Is it just the website or the app or both?

App only

* Are you looking for us or whoever you work with to rebuild one of both aspects of the offering?

Yes, the app if you believe it needs to be on a different app platform

* If not, then what technology powers the app side of things? (i.e. what code was used to build it?)

It is a Google Firebase built application currently

* Where does the information come from re postcode look ups and the support around each section? For example, if I type in my home postcode in Salisbury, I have a number of pages on local services etc, but where does this come from? Are there any API links to other data services?

It draws from a database list of Hospitals, that we can rename on the back end, which will be available to you

* How will SMS's be sent? I'm not aware of any mechanism to collect any user data or information

Notifications currently are able to be made via the backend to all users. We are looking for an SMS delivery system which is more personalised after users opt in to receiving such text, with the ability to reply. On receipt of certain replies we want to offer pre-defined suggestions for further support

* How many languages would you be looking to support?

5-10, 5 in the immediate and another 5 longer term, however we will provide the content in the languages we require

* What marketing efforts are going to go into the promotion of this next stage of the app? Has their been any budget or plan associated with it?

We are currently used by 20 NHS with an app licenec in force covering hundreds of Thousands of births each year for the next 4 years, with close relationships with NHS Maternity staff and will have a budget for promotion in the short, medium and longer term.

* What does good look like from this project? How will success be measured?

The Tender explains what good looks like with sample screenshots from apps, however we will want end users to feel engaged and enthusiastic about the DadPad app as the go-to app for new fathers. Commisioners will want to see improved engagement, confidence, and knowledge by dads-to-be and new dads, alongside referrals being made to local services. We will be providing this data through app analytics and will be an important measure of success for us and our commissioners within the NHS. Longer-term we would like to expand, based on demonstrable uptake and success, into an international market, with connections we already have and new markets abroad.

* Is the £40k budget suggested to cover all aspects of the project? What about hosting or ongoing support? How long would that need to last for?

We can negotiate ongoing service for the new app but the 40K should also include a year of service to cope with any ‘snagging’. Any platform fees ongoing will also be paid by us