CORNWALL|365
WHAT'S ON

What's On App Project Proposal

Prepared by: Sarah McAndrew
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Proposal number: Version 0.2

PRODUCT CHARTER

Product Vision

The What's On App is an alternative experience of the much loved What's On printed guides and websites for IOS and Android connecting locals and visitors with the wealth of events happening both on their doorstep and further afield in Cornwall and the Isles of Scilly.

Target Market

- Local arts and entertainment audiences
- Tourists and visitors
- Parents
- Young People
- New audiences - people who believe cultural participation is not for them
- New clients - organisers who do not currently use the What's On Guide for their listings
- Existing clients - small to medium event organisers, venues, charities

Key Benefits

- Mobile apps live on smartphones and nearly everyone has their smartphone on them at all times. Apps appeal to young people.
- The What's On App has the potential to delight visitors with personal feeds like 'Made for you' experiences and intuitive navigation for ease of discovery
- Increased awareness and understanding of users cultural participation - the greater it is the more positive the effect on their well being
- Revealing the creative spaces and celebrating the heritage, sharing the successes of individual artists and groups who have appeared in the What's On listings
- The What's On App nurtures a stronger pride of place by communicating to individuals the variety and volume of activity on their doorstep

FEATURES

Purpose of Project

- A cross-platform mobile app listing events in Cornwall and the Isles of Scilly

Features

The What's On App will connect locals and visitors with the wealth of events happening both on their doorstep and further afield in Cornwall and the Isles of Scilly. To this end, the following features will serve to achieve Cornwall365's goals:

- Search - enabling users to easily find events to attend using a variety of criteria e.g. date, event type, location, accessibility information and price

- Book - box office integrations to ensure users can easily book a ticket for their chosen event or signpost to the relevant box office

- Personalised feeds - utilising both an algorithm and users input to learn to curate 'Made for you', 'In your town' and 'News' feeds. Additional feeds curated by Cornwall365 will include 'At Home' with Screen Cornwall to showcase Cornish film and audio content

- Video feed - Tiktok/ Reels/ Stories style experience

- Feedback - providing a space for users to feedback about their experience. Users accounts provide favourites option, and data collection shows users their own stats with the gamification element of stars/ titles earned for reaching milestones through attendance to events. Anonymous data is shared with advertisers and organisers through Cornwall365's 'In the Loop' data collection service

- Social Media Features - options for community engagement such as messaging, friend requests, and posts to social media, which can be adjusted within the app's privacy settings. We are aiming for a community-centric approach, allowing users to connect with others, and perhaps even engage with live events and form groups within the app.

- Get Me There - integrating google maps information, road travel, cycling, and on foot routes to present a range of travel options to the user

- Maps - with a key to make it easy for users to explore and stay longer in a location when attending an event

- Cornish language - dual language elements and highlighted Cornish content

- Digital images of events, venues, artists, performers and their work sourced from clients, partners and the What's On archives

- Previews to trigger relevant AV excerpts - for example of artists speaking about their work or a musical excerpt from a concert
- A selection of visual icons and 360 pictures/ video with the potential to indicate the accessibility of the venue to a wide variety of differently abled users and inspire visits

MONETISATION

Listing on the app is free for everyone and the app is free to download.

Box Office

- Cornwall365's integrated box office takes a percentage of every ticket purchased through the app.

Donations

- We will explore with the app developers and UX consultant the possibility of incentives for the client user groups to monetise their activities through audience support in the form of donations.

CUSTOMER PERSONAS

Chloe

Young woman aged 26. She lives in Falmouth with three friends. She works in the Creative Industries. She likes going to gigs and theatre events, mostly at The Poly, AMATA, FIA and the Cornish Bank. She is always looking for something new and exciting to do. She uses Instagram to find out what is going on, mostly engaging with our stories and reel content.

Amanda

Woman aged 36. She is on holiday in Cornwall with her husband and two young children. It's raining and she needs to find something to occupy her family. She is mindful of her parenting choices and has chosen Cornwall as a holiday destination to have a more "old fashioned" style break, so Amanda does not want to go to a theme park or Lands End. "Making memories", being outside, and her children consuming cultural experiences are important to her. She googles "Things to do family Cornwall". She scrolls past the Cornwall live articles to find our site and browses the website. She decides to head to Heligan as they are holding special summer workshops.

Sue

Sue is aged 56 and she lives just outside of Redruth. Sue eagerly awaits the What's On Guide dropping on her doormat, and she looks through and highlights all the events she wants to go to.

Sue also subscribes to The Week Ahead newsletter but usually she's already booked for those events she wants to see ahead of time. She has also liked Cornwall 365 Whats On on Facebook but she can't understand why she doesn't see the posts. Sue loves attending art exhibitions with her best friend, especially those at the Tate and Open Studios. She also likes to see theatre, like Miracle, and she tries to drag her reluctant husband to those performances.

WALKTHROUGH

In the enchanting countryside of Cornwall, Emily woke up on the first day if her holiday to a gentle drizzle outside her window. Determined to turn this grey day into an adventure, she reached for her smartphone, where the "What's On App" beckoned with its colourful icon.

As the app opened, warm and inviting characters greeted her. With a sense of anticipation, she tapped into the app's search feature, filtering events by date, location, and accessibility. Her best friend Tom who was joining her on this escapade, had mobility challenges, making these filters especially useful.

As Emily scrolled through the results, each event listing felt like a hidden gem waiting to be uncovered. The app had curated a diverse array of options - from art exhibitions to live performances. Her excitement grew.

Emily cherished immersing herself in local culture. She enjoyed the app's short-form videos which offered a glimpse of the region's cultural richness through snippets of Cornish film and audio. As she browsed events, she admired digital images of past events, venues, and the work of talented artists and performers. The preview option allowed her to listen to musicians' excerpts and artists' insights.

Her heart settled on a daytime charity event in a nearby undercover venue. Emily clicked "Book Tickets" and was delighted to find she could book her tickets there and then without leaving the app. Booking was effortless, and the app even remembered her payment information.

For Emily, the journey was as important as the destination. She tapped into the "Get Me There" feature offering various travel options. Road travel directions, cycling routes, and walking paths were all at her fingertips, making their journey part of the adventure. She could see they were so close they would be able to use the trails to get there easily, albeit with their waterproofs on!

Emily was pleased to see the app's dedication to inclusivity. The 360 videos of the venues they liked let them know exactly what to expect and resonated deeply with their need to feel included and cared about. As much as she had heard Lusty Glaze beach was amazing, the 133 steps down there would never have been okay for her friend Tom.

When the event finished, Emily used the app's maps feature with a handy key to easily find a great pub serving fresh local seafood, her favourite. They used the maps key to explore every nook and cranny of the village before returning home late in the evening.

After attending the event, Emily felt compelled to share her experience, knowing her feedback might help others have a great time and promote the new Cornish bands she had seen and fallen in love with.

Emily was so grateful the "What's On App" had made everything so easy, turning a drizzly day into a great adventure. Now she knew she could trust Cornwall365 to make the rest of their holiday a whole lot of fun.

Emily and Tom enjoying their holiday in Cornwall thanks to C|365's What's On App

DELIVERABLES

Estimated Development Timeline

The following is estimated schedule. The project proposal may be subject to change depending on the discovery phase with the app developers (subject to the outcome of the tender process). In the event of any changes, necessary amendments to the development content or schedule will always be clearly communicated in a timely manner.

December 1st, 2023: Discovery Phase

Discovery

- Ideation process complete: must haves, nice to haves, and out of project scope features

January 21st, 2024: Phase 1

UX Research Report 1

- Delivery of the UX research report by UX consultant

March 1st, 2024: Phase 2

First Iteration of the What's On App

- Delivery of the first version of the app with the core 'must have' features. At this stage it may contain placeholder images as white boxes with text to indicate what they are and their position in the space to suggest how examples of relevant media (images, audio and video) may appear on each page.

UX Research Feedback 2

- Test app feature developments made in phase 2
- Delivery of UX research - ongoing learning from user feedback with UX consultant

May 1st, 2024: Phase 3

Second Iteration of the What's On App

- Delivery of the second version of the app featuring the different clients to show how their events or works might be displayed and navigated effectively. The app will aim to demonstrate an events location, transport links and accessibility of the space at the time of the event. There will be examples of a 360 video/ images of key venues i.e. Hall for Cornwall, and a video of an event (dependant on relevant permissions). It will take the form of a cross-platform mobile application with pictures, audio samples and video. It can be viewed on IOS and Android smartphones.

May 1st, 2024: Phase 3 continued…

UX Research Feedback 3

- Test app feature developments made in phase 3
- Delivery of UX research - ongoing learning from user feedback with UX consultant

July 1st, 2024: Phase 4

Third Iteration of the What's On App

- Delivery of third version with all 'must have' features and potentially some 'nice to have features'.

UX Research Feedback 4

- Test feature developments made in phase 4
- Delivery of UX research ongoing learning from user feedback with UX consultant

July 29th, 2024: Phase 5

Soft Launch of the What's On App

- Delivery of a cross-platform mobile app

UX Research Feedback 5

- Test feature developments made in phase 5
- Delivery of UX research ongoing learning from user feedback with UX consultant

August - October 2024: Phase 6

Monitoring of app user analytics/ feedback and bug fixes

- Address any necessary findings and further development needs/ bug fixes with App Developers

UX Research Report 6

- Test app features after launch

- Delivery of a UX research evaluation report by UX consultant

November 25th, 2024: Phase 7

Evaluation Strategy Document

- Evaluation plan including review of app analytics across platforms
- Delivery of the evaluation report for the What's On App

Statement of Work

Phase	Activities	Completion
Discovery Phase	Meeting with Cornwall365's team to understand its vision and develop a customised strategy to turn that vision into a mobile application.	01/12/23
Phase 1 - UX Research	Interviews conducted via Zoom or in person with user groups to establish must have features and what intuitive navigation design means to them	30/11/23
Phase 2 - Application Design and Development- 1st Iteration	Design and development of Cornwall365's mobile application phase 3 - ongoing progress assessment and feedback from the Product Manager	01/03/24
UX Research 2	Limited real-world testing of the application to ensure core must have features meet user needs	07/03/24
Phase 3 - Application Design and Development- 2nd Iteration	Design and development of Cornwall365's mobile application done in phases - ongoing progress assessment and feedback from the Product Manager	01/05/24
UX Research 3	Limited real-world testing of the application to ensure basic functionality on different operating systems, devices, and software versions.	07/05/24
Phase 4 - Application Design and Development- 3rd Iteration	Design and development of Cornwall365's mobile application phase 3 - ongoing progress assessment and feedback from the Product Manager	01/07/24
UX Research 4	Limited real-world testing of the application to ensure basic functionality on different operating systems, devices, and software versions.	07/07/24
Phase 5 - Soft launch of the What's On App	What's App release on the App Store and Google Play	29/07/24

UX Research 5	Limited real-world testing of the application to ensure basic functionality on different operating systems, devices, and software versions.	04/05/24
Phase 6 - Monitoring	Monitor user analytics and bug fixes	25/11/2024
UX Research 6	Limited real-world testing of the application to ensure basic functionality on different operating systems, devices, and software versions.	25/11/2024
Phase 7 - Evaluation	Presentation of the evaluation of the What's On App, created by Cornwall365.	03/02/2025

To execute this solution as proposed, our timeline for this project is as follows:

BUDGET

Resources

Sarah McAndrew will co-ordinate all parties involved in the app's development and launch as Product Manager, and help with brand building including the creation of brand avatars featured on social media and the app.

The UX researcher and the team at Cornwall365 will provide user feedback, market research and organise focus groups and shared learning sessions.

The App Developers will provide the app's design and development.

Graphic design and alignment of the current listings website with the new app will be provided by Venn Creative.

Data collection will be managed by Controlled Frenzy through Cornwall365's existing project 'In the Loop'.

Images, videos, audio and written accounts will be provided by Cornwall365, their clients and partners (in addition to publicly available sources where relevant).

Description	Cost
What's On App Design and Development	£50,000
Total	£50,000

NEXT STEPS

To take advantage of this proposal and proceed with the project as outlined, the App Developer's next steps must be to:

- Provide a quote for the app development outlining their approach by email to the Product Manager, Sarah McAndrew - sarah@cornwall365.org.uk
- Please direct any questions to the Product Manager

Once all quotes have been received, Sarah McAndrew will consult with the Cornwall365 team to make a decision by 31st October, 2023. All applicants will be notified by then and feedback given where requested.