

## **REQUEST FOR PROPOSALS (RFP) FOR FACEBOOK CITY BUILDING GAME WITH SOCIAL MOBILE COMPONENT**

### A) STATEMENT OF WORK (SOW)

#### Statement of Need

Innovations for Youth Capacity and Engagement (IYCE), a joint development effort between the United States Agency for International Development (USAID) [www.usaid.gov](http://www.usaid.gov) and NetHope [www.nethope.org](http://www.nethope.org), is seeking a Middle Eastern, preferably Jordanian, game developer to design, develop and optimize a Facebook platform city building game that will enhance existing USAID programs in Jordan as well as other participating programs by supporting outreach to youth. The game will help strengthen players' knowledge and skills in key areas such as systems thinking, problem solving and civic engagement. It will also help strengthen civic values such as tolerance, civic responsibility and accountability; raise awareness around targeted topics such as energy and water conservation; and assist in the development of targeted life skills, such as financial management and planning.

It is preferred that the developer will utilize an existing, proven Facebook building game engine (or a working prototype) with which the developer has previous experience. In addition to the Facebook component of the game, there will also be an integrated mobile component. More than one company may team together to fulfill requirements of this RFP but a clear distinction of responsibilities between the work streams should be included.

For more information:

<http://jordan.usaid.gov/>  
<http://usaid.gov/>  
<http://www.nethope.org/>  
<http://gbiportal.net/>

#### **Background**

The RFP is for a Facebook city building game, situated in Jordan. While there will be Jordan specific content (i.e., buildings, road signs, etc.), the general background should be Middle Eastern, which will facilitate a later expansion to countries beyond Jordan, should the pilot be successful. The game will enable players to accelerate gameplay and progress through:

- A micro-engagement model: players engage with digital content (e.g. educational video, mini-games, surveys, web content) from partner NGO's
- Real-world (physical) volunteer and engagement activities leveraging existing programs on the ground which will be validated through the game's mobile component

The game will seek to help players think systematically about all the elements that make up a healthy city and how they work together. It will also enable youth to imagine and create their own aspirational Jordanian city and be exposed to a wide variety of opportunities to engage in the real-world to improve their existing communities.

Through the process the target beneficiaries will develop an understanding of the following:

- Importance of citizen engagement and participation, including the notion of citizen responsibility and of giving back to the community (i.e., through volunteering and other engagement opportunities)
- Role of city managers or public servants vis-à-vis citizens
- Importance of civic values and virtues, such as tolerance and accountability, to ensuring positive relationships among citizens

The game will also strengthen players' analytical, systems and critical thinking skills, as well as targeted life skills.

The learning and impact objectives in the game will be designed to leverage existing youth- focused programs in Jordan in the following areas:

- Basic life skills (i.e., financial planning and management, employability, problem solving, etc.)
- Civic education and engagement
- Energy and water conservation

As the game progresses, other content areas are likely to be added. For example, mini-games or modules may be built around youth job training and workforce development skills, including CV writing, interviewing, etc.

Preference will be given to a developer who has already developed a city building game on Facebook and can re-purpose an existing technology and game structure to serve this project.

While the RFP is open to game developers throughout the Middle East region, the preference of the IYCE program is to select a Jordanian game developer in order to create a game that meets the needs and interests of Jordanian youth as well as to assist in local capacity development. As such, interested developers will need to provide CVs of key team members along with letters of agreement in participating in the program. In order to receive special consideration, Jordanian developers must be able to guarantee that at least 50% of the development work will be performed in Jordan.

## **Beneficiary**

The primary beneficiaries will be male and female youth (ages 15 - 24) living in Jordan. Many of the beneficiaries may already be engaged with USAID implementing partners (mainly NGOs) through their respective programs. However, the game is meant to target a much wider audience. The game will be available in both English and Arabic. The assumption is that the players will have a Facebook account or will be willing to acquire one (i.e., if engaged through an existing youth program) but may not be familiar with games on Facebook.

## **Objective**

The objective of the game is to positively impact the lives of youth in Jordan by creating a game that enhances existing youth-focused USAID and locally aligned programs by addressing the content areas listed above (i.e., civic engagement, life skills, systems thinking, etc.) through a compelling combination of game objectives, online micro-engagement content and real world volunteer and engagement opportunities.

## **B) Needed to Deliver for Proposal**

To have their proposal considered, interested developers need to deliver by 31 October a proposal (not to exceed 30 pages) containing the following:

### **Games/Social game specific experience and skill-set:**

- Relevant Experience and Resources:
  - Game portfolio: links to all developed games to include mobile games.
  - Social game portfolio: summary and links to all games developed on Facebook platform. Include metrics (e.g. MAU, DAU, Fan page #, Likes#) and reviews.
  - For each of the last three games developed, list team members' role on the project, and in which country each team member was located.
- Game Design:
  - Current game design resources/team members
  - Sample GDD for one previous games (preferable Facebook)
  - List of game design team members/CVs for this project
  - Optional: sample proposed key gameplay loops, proposed backstory, plans to achieve virality, etc.
- Art:
  - Current art resources/team members
  - Sample of internally and/or externally produced art
  - List of internal and/or external art resources/CVs for this project, with letters indicating their willingness to participate
  - Optional: Sample art to indicate preliminary vision for the game
- Technology:
  - Description of proposed game engine for the project (back-end and front-end)
  - Current technology resources/team members
  - List of expected technology team members/CVs for this project, with letters indicating willingness to participate
  - List of technology positions that would need to be hired for this project (if applicable)

### **Internal Development Process:**

- Overview of project management resources/team members
- Overview of project management/ development methodology (e.g. Agile, Scrum, waterfall)
- Overview QA process setup
- Identified Project Manager/CV for this project

**Other:**

- Total budget estimate to deliver the game to launch and proposed monthly cost to support the game for three months after launch
- List the key challenges and critical areas for the success of this project.
- Summary of gaps in skills that developer would seek help from USAID/NetHope team to fill (either globally or locally) and estimated budget to meet this gap.
- Description of analytics system that the developer currently uses for their Facebook games
- Anything else USAID/NetHope should be aware of to help make their selection

**C) Game Concept Summary**

The Facebook city building game is intended to enhance existing youth-focused programs and activities as listed in **Background** above. The player will build a city that is set in Jordan and as they construct their city they will learn the components that are required to build a healthy city. In order to progress in the game, the player will be required to interact with micro-engagement opportunities such as mini-games, videos, web content and surveys that will provide them with premium currency/assets. Additionally, the game will also offer players the opportunity to gain the most visually interesting buildings, premium items and gameplay activities in their game more quickly by taking part in real-world volunteer and engagement opportunities that participating NGOs are running.

As the game will be set in Jordan, the art and style of the game should reflect the geography and architectural style that one would expect to experience in the country. Additionally, there should be a general Middle Eastern 'feel' which will make the game easily exportable to other countries in the region. The game narrative will focus on the challenges of building a healthy city and will help the target beneficiary understand the systems that must be managed to grow and manage a city. The player will need to make a variety of tactical and strategic decisions and overcome a number of obstacles to grow their town and keep their citizens happy. Other key content areas will include citizen engagement and participation (i.e., understanding the importance of engaging in the community, notions of citizen responsibility, the role of city managers/public officials vis-à-vis citizens, civic values, such as tolerance and conflict resolution, etc.), energy/water conservation and basic life skills necessary for citizens living in healthy communities.

**Impact, Metrics and Assessment**

The game will have defined impact goals and a clear path to measure and evaluate its success over time. It is important to note that the game analytics will be enhanced with traditional program assessment methodologies, such as pre-post tests and surveys, etc.

Sample outcomes are:

- # of players
- # and frequency (e.g. daily, weekly, etc.) of repeat visits
- # of invited friends
- # of friends gifted (viral impact)
- Total # of monthly and daily active users (MAU, DAU)
- Time on site per visit/game play (duration)

- Level of engagement (time required to level up, # of levels achieved)
- # Real-world actions taken
- Time spent on doing real-world activities Improvement in system thinking and problem solving.

Other suggestions of potential outcome:

- Increased knowledge/awareness among players about targeted thematic area (i.e., water/energy conservation, financial planning, civic responsibilities, etc.)
- Improved perception of players of concepts such as volunteering, community engagement, etc.
- Strengthened systems thinking, analytical, and critical thinking skills Increased number of participating NGOs and local partners in the gaming project.

### Game Requirements and Specification

- **Game genre:** Facebook city building game with mobile phone component. Relevant examples include CityVille, City of Wonder, Social City, Millionaire City and My Town. For ideas on the mobile component, refer to iPhone Social City from Playdom.
- **Interface:** Standard city building user interface with an isometric view of the play area. Game objectives will be presented on the left side of the play area. Friend feed and build bar will run across the bottom of the play area.
- **Quick engagement:** Easy to play, easy to learn, quick success and reward gameplay that quickly introduces and engages the player in the game.
- **Play duration:** At launch of the game, there should be enough content to keep a player that is playing for an hour a day engaged for 30 days.
- **Micro-digital engagement content:** The game design will need to naturally and seamlessly offer the player the opportunity to advance more rapidly in the game by interacting with mini-games, videos, online content and surveys that are tied to learning and impact objectives and desired behavior change from existing youth-focused USAID programs and other participating programs in Jordan. The creation of this micro-digital engagement content is outside the scope of this RFP, but the developer is responsible for the overall design of the integration portion of this content.
- **Real-world engagement opportunities:** The game design will need to naturally and seamlessly offer the player the opportunity to advance more rapidly in the game by taking part in real-world engagement opportunities that will probably focus on volunteer activities and other engagement opportunities offered by existing youth-focused USAID programs and other participating programs in Jordan. Currently, we would like to plan for 3 -5 real world engagement opportunities during the first 30 days of gameplay.
- **Mobile Connection:** Recognizing that all target beneficiaries will not have regular access to an Internet-connected computer, the proposal from the developer needs to include the plan to provide a simple way for the player to stay engaged in the game through a feature phone. The game is not expected to be played on a feature phone but to provide ways to keep the youth involved (e.g. check progress status, receive text notifications and rewards for participation in real-world activities) Additionally, developer will be responsible for creating a mobile phone application that will allow

NGOs to verify when a player has participated in a real world training or volunteer event that provides the player with a premium item or currency. If developer does not have mobile experience, it is expected that developer will subcontract with a mobile developer that can provide this competency. Information on the mobile game developer (name, portfolio, references, etc.) should be included in the proposal.

## **D) Game Engine Requirements**

### **Platform and Technology**

The game will run on the Facebook platform and will incorporate Facebook virality methods (gifting, inviting friends, neighbor gating, etc.) The player will play the game on PC connected to the Internet but will be able to advance in the game through a feature phone. The game will need to run across multiple browsers (Internet Explorer, Firefox, Chrome etc.) and on a predetermined minimum configuration

The mobile component will run on a feature phone platform that is widely prevalent in the Jordanian market, probably J2ME but an SMS solution would also be interesting.

### **Expansion Options**

The game will target youth across Jordan and the program will expand over time to reach youth throughout the region.

### **Analytics and Assessment**

The game should take full advantage of the analytical capability of the Facebook platform. During the creation of the game design document (GDD), requirements for the analytics dashboard will be generated that will list the daily data that will be tracked in the game. Additionally, the analytics and assessment plan will also need to address analysis and measurement across the virtual world and real world activities in which the player will participate. IYCE will need direct access to the entire data that is being collected during online play sessions in order to optimize the gameplay experience for the target beneficiary and determine if learning and impact objectives are being achieved.

### **Multilingual Support**

The game should be built with a view that in future other language versions can be easily supported and that the game will be expanded to other countries in the region. The initial release will be in Arabic and English, but the plan will be to add other languages.

### **Hosting and Support**

The developer will be responsible to setup and run the game so that it is able to run on external hosting providers (such as Rackspace, Amazon, etc.). This set up will include providing methodological and technical support and how to push out new content for the game after launch. Given the potentially global nature of the game, it is expected that developer plan for a third party to provide support on 24/7 basis, and provide multiple modalities for the player to contact such as online, email, toll-free / regular

phones, live chat, etc. This service will be most likely contracted to a company that specializes in serving Arabic-speaking Facebook users.

The developer will actively monitor the status of the games and provide status updates and reports to the IYCE Global Program Manager documenting the progress and issues resolution, as well as inform about any anticipated issues.

### **Intellectual Property Ownership**

All materials produced or acquired under terms of this contract - written, graphic, film, magnetic tape, or otherwise - shall remain the property of NetHope and USAID unless such rights are explicitly relinquished by NetHope and USAID, in writing. NetHope and USAID furthermore retain the exclusive right to publish or disseminate in all languages reports arising from such materials. The rights and duties provided for in this paragraph shall continue, notwithstanding the termination of the contract or the execution of its other provisions.

### **Security**

NetHope and USAID may need to assess the security safe-guards on the web-based platform. The developer should be prepared to provide technical, operational, informational and physical security information necessary to satisfy NetHope and USAID. NetHope and USAID will periodically scan the sites for vulnerability assessment. Obtaining formal NetHope and USAID approval is mandatory before the games (sites) can be made live. All data will be owned by USAID and will be stored on United States servers residing in the United States. The developer will hire the hosting facility, after approval from USAID, and liaise accordingly.

### **E) Process and Methodology**

The selected developer will be responsible for the design, development, implementation and after launch support of the game. The developer will work closely with the executive producer and global program manager to create the game design document and will integrate plans for frequent usability tests into their schedule. The micro-engagement content (videos, on-line content, mini-games and surveys) will be developed by Jordanian NGOs working with the executive producer and global program manager. The developer will be responsible for the integration of the micro-engagement content into the game.

Additionally, the developer should plan for creating early builds in Arabic so the localization kit and plan will need to be prepared at the beginning of the project. It is desired, but not required, for the developer to have a proven ability and experience in working with SCRUM. Additionally, it is desired that the developer have a proven ability to rapidly prototype so that the game will be able to go through frequent usability tests throughout its development cycle.

Following a successful bid, the developer should plan to:

- Attend an initial kick-off meeting to meet with the NetHope team to discuss the project, validate critical objectives, and to develop a project plan to guide the project through completion.
- Identify a single point of contact for the project and establish a mechanism for reporting and monitoring to allow for continuous oversight of the project.

- Work closely with NetHope, USAID, and other partners to establish a solid content foundation for the project. The developer should suggest a clear process to streamline content creation and expertise during the development of the game.
- Work to create detailed design documents and have them approved by the executive producer and global program manager.
- Work with USAID and NetHope to develop a process for creating a game design that can be ported to other regions of the world.
- Design and create multiple early prototypes that can be used by NetHope and USAID to entice potential partners and sponsors and to provide options to internal decision makers. The prototype should clearly demonstrate the fun and engagement of the game and how both virtual and real world engagements and activities are used to achieve learning and impact objectives.
- Conduct multiple usability sessions with the NetHope and USAID team and selected end users to validate the design and address usability issues. The usability sessions will be performed in Jordan and videotaped and translated for use by the developer. Developer is responsible for videotaping the usability and IYCE will handle the translation
- Work closely with Mission Measurement, the measurement and evaluation team selected by NetHope, to build in an analytics system that will ensure that targeted learning and impact objectives are achieved.
- While not legally obligated to do so, the developer should ensure that all web-accessible products should conform to the W3C Priority 1 Web Content Accessibility Guidelines. <http://www.w3.org/TR/WCAG10/> All web products must be developed with these guidelines in mind. Priority concerns are screen readability and keyboard navigation, but additional requirements may arise depending on the target audience. Developers are asked to make every effort to accommodate these guidelines. Any requirements that could have a significant impact on the project costs and/or timelines should be identified in the response to this RFP and should be clearly understood by all parties prior to beginning development.

#### **F) Timeline for completion of deliverables**

The game shall be completed no later than May 15, 2012. A detailed work plan that includes a timeline and milestones should be presented to NetHope within two weeks from signing the contract. Estimated milestones are per the below:

15 May 2012 – Launch

15 April 2012 - Soft Beta

15 March 2012 - Alpha

15 February 2012- Working vertical slice / prototypes

20 December 2011 - GDD

30 November 2011 - Contract signed with developer

14 November 2011- Developer chosen

17 October 2011- RFP issued