



International Organization for Migration (IOM)
Organisation Internationale pour les Migrations (OIM)
Organización Internacional para las Migraciones (OIM)

SECTION I - TERMS OF REFERENCE

MigApp: Phase 1 & 2

Services & Licenses Requirements

Headquarters

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TABLE OF CONTENTS

1. EXECUTIVE SUMMARY	2
2. COMPANY INFORMATION	2
3. PROJECT DESCRIPTION	3
4. POC SCOPE REQUIREMENTS	Error! Bookmark not defined.
5. BUDGET	6
6. PROJECT TIMEFRAME	6

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1. EXECUTIVE SUMMARY

IOM is in process of developing a mobile app, which will be called MigApp. This app will be designed for the use of migrants and will go live 1st June 2017 with the 1st phase features.

In order for IOM to select the best partner and technology we have asked different partners to provide us with a proof of concept and a financial proposal for the complete project based on time and material.

The 1st phase of the project will provide the migrant with basic services of remittance comparison, alerting, news and assistance. These services will be develop as the product matures.

The 2nd phase of the project will be to complete the remittance offering and providing migrants the possibly to do a complete transaction using MigApp.

The app will form part of a number of services that is provided by other providers. Remittance service offered by a partner will be integrated with the app, this means that MigApp will need to call on the remittance service through an API.

Note: Vendors that already have replied to the Mig.App RFP in May/June 2016 don't need to resubmit the proposals unless they wishes to do so. Previously received and accepted proposal will be automatically be part of this bidding. In case of new submission, the new submitted proposal will disregard previous one and only the new one will be taken in consideration.

2. COMPANY INFORMATION

IOM is the world's leading organization on migration, with 162 member states and offices in more than 100 countries. The breadth and depth of IOM's work reflect a level of experience and expertise in providing migrant services that is unmatched in the international community. IOM's service areas include but are not limited to refugee resettlement, humanitarian response, counter-trafficking, migration and climate change, immigration and border management, labour migration, migration health, migrant training, policy and research, and migration law.

IOM has well-established frameworks for engagement with member states, donors, and project beneficiaries but its direct engagement with the general migrant population—including current, potential, former, and future migrants—is limited. In response to the high levels of continued irregular and high-risk migration taking place on a global scale, IOM aims to establish a migrant application for use on mobile phones—"MigApp"—that will allow IOM to engage directly with and provide services to migrants at any stage of the migration process. With 232 million international migrants in the world, many of whom use mobile phones to access information, there is enormous potential for engagement that is not yet fully harnessed. The ultimate objective of this initiative is to reduce the human and financial costs of migration through increased engagement with migrants, furthering IOM's commitment to the principle that humane and orderly migration benefits migrants and society.

In order to achieve the desired project outcomes—empowering people to make informed decisions about migration, reducing the financial burden of migration, and improving migration analysis—IOM will create a mobile phone application as a means of fostering direct two-way communication with migrants. MigApp will allow IOM to provide easily accessible and user-friendly information about risks, rights, and services to migrants, as well as provide a channel for migrants to provide feedback on needs and services, share experiences, and help IOM identify risks and migration trends. To measure the impact of MigApp, IOM will examine the amount and frequency of data accessed (quantitative), as well as feedback from users and modifications made by IOM to reflect user group analysis (qualitative).

3. PROJECT DESCRIPTION

The complete development of the MigApp will be achieved in different phases. It is important to be aware that there are a number of services that must plug into the MigApp. Some of the services that will be part of the app are for example Tawipay, this is used in order to compare money transfer rates to between countries.

An example of the different services that will integrate with MigApp are illustrated in fig1 below.

Phase 1:

This phase will cover the initial services offered to migrants.

- The process of downloading the app and registering is presented below. The sms can also be an email in order to confirm the registration.



- Registration: This option will be used for the migrant to register with IOM. Here we will ask for basic information through a form. This should also include an email or SMS confirmation.
- Remittance: with this service the migrant can compare the different transfer charges from operators. IOM will not be involved in the transaction. IOM has signed a MOU with Tawipay, the API provided by Tawipay will be used with the MigApp to provide the migrant the operator with the lowest fees.
- Alerting: This services will be used in order to alert the migrants of any important activity/warnings in there region. Example, in country X there is an earth quake, IOM uses Alerting to warn the migrants of the danger.
- News: Providing news for a specific region of users or global to all migrants connected

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- Assistance: The assistance will eventually become an important part of the app, providing migrants the ability to:
 - Provide feedback or receive assistance
 - They will be directed to the division who will deal with the enquiry from the migrant. A list of services will be provide under assistance, i.e. health information/ service, displacement information and Human tracking

Flow: Upon tapping on assistance a menu will appear showing the list of available assistance areas. Tapping on the area will show a list of available information/articles/services for the selected area.

An 'assistance/feedback' button will be available which will allow the user to send a message to the unit/department in charge of the particular area.

- Geo Tracking: The migrant can give their exact location and the app will show the nearest IOM operations in their area
- App should be accessible offline
- Multi language supported (Internationalization)
- Facebook integration whereby communities are setup. Receive feeds from Facebook communities.

Phase 1 Deliverable:

A detailed project scope will be provided once we signed with the partner.

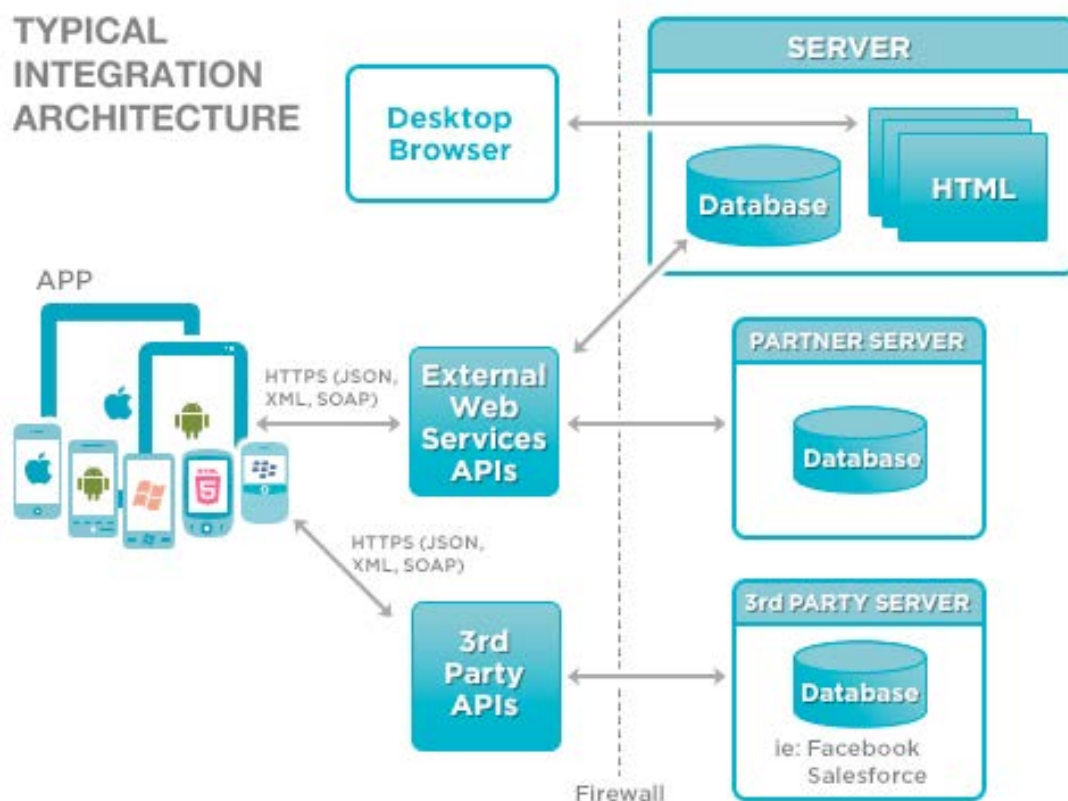
Phase 2:

- Remittance: The second phase of the remittance will provide the migrant with a mechanism to effect low cost money transfer.
- Assistance: There will be a list of services that will be provided to migrants under assistance. This will grow as different division will offer their service to migrants under this option. A scope will be provided on all the services
- Track me! : Using the Geo fencing option migrants can activate "track me" services to record their and share their movements.
- More services will be added to the app as the user requirements grown
- Different departments at IOM will use the framework of the app to publish their apps and services

Phase 2: Deliverables

The scope of the deliverables will be defined at the start of the 2nd Phase

Fig 1.



3.1 Platform

The MigApp should be developed in native development for IOS, Android and Microsoft. We might move to cross platform development at a later stage once we have decided that the devices features are not lost.

There are a number of different development platforms on which the app can be developed. The solution should support Android and IOS platforms.

3.2 Application/services

Since we will be connecting to other platforms/services we need to ensure that MigApp development will allow for this integration. If the platform used provides the necessary services we shall use it in order to simplify the design and reduce the cost. Example some platforms have built in workflow, marketing,

Some of the services that we will be looking at are:

- Alerting – We would like to push information to the Migrants
- Chatting – This service will allow IOM to have direct contact with the migrant

3.3 Devices

Since we will be focusing on Android, IOS mobile devices, we can also include the tablets. The app must work on any device that is running one of the above OS. It's important that the partner/vendor supports other device OS as well.

3.4 Back End

The development should also take into account the backend part. If the solution is hosted on the cloud, APIs should be available to allow IOM to access/push the data onto our private platforms.

4. BUDGET

IOM has a budget for the overall project.

We would like to have a proposal for the phase 1 of the project based on time and material. This will only be an estimate in order to get an idea of the partner/vendor's pricing structure.

5. PROJECT TIMEFRAME

The go live date of the final app is scheduled for 1st June 2017.

