Pesticide Label Safety App:

Revised MVP for STEP

$15 – 20K budget

27 June 2017

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| **Goals** | |
| **Near - term** | Produce a functional product that can be used by WA state tree fruit growers for the 2018 growing season and demonstrate capacity to expand, attract additional funding, and grow customer base. This will be done through maximizing the use of the prototype elements and minimizing development and cost.  The app will need to include cherries and all pesticides listed in the Crop Protection Guide for Tree Fruit, as well as, new components for updating labels mid-season and license management. |
| **Mid-term** | The mid-term goal is to develop a new platform for with flexibility and expansion capacity including the a new db, data entry portal, automated updates for users, survey and use data collection. |
| **Long-**  **term** | National System for all labor intensive ag commodities and for no-agricultural pesticide uses. |
| **Ultimate** | Electronic database of complete US labels w/by-in from EPA and Manufacturers  International Clients. |
| **System status** | There are seven components in for the current system and/or MVP.   1. Database 2. Data entry portal 3. App 4. Update capacity 5. Authority control and payment (license management) 6. Market collateral 7. Customer Service   Current status, changes, cost, and staffing will be outlined below |
| **Database** | |
| *Current status***:** | Mongo dB, housed on DEOHS Server, can be updated, fields added, has backup on campus, and long-term encrypted off-campus backup. |
| *Changes:* | Add following fields/   * Fruit The values are apple/pear and cherry * Drift (this info is under notes, labels are changing to include this) * Respirator Guide (possible this will be fixed for all labels * Under pests add “other pests” (This will be an added menus item under pests.   Also Review current fields for any modifications, based on 2016 user & team experience |
| *Cost:* | TBD need quote from EHIT (Department DEOHS IT staff) |
| *Staffing:* | Modifications: EHIT.  Translations: Pablo  Data Entry: Kit and Pablo |
| **Data Entry Portal** | |
| *Current status***:** | Klutzy web interface, but will work |
| *Changes:* | Will need new fields  Possible new web-interface if little $ |
| *Cost:* | TBD need quote from EHIT (Department DEOHS IT staff) |
| *Staffing:* | Modifications or new interface: EHIT |
| **App** | |
| *Current status***:** | Apples and Pears |
| *Changes:* | Add Cherries  Add other pests to search by pest menu  Add Respirator number table if possible  Add contact information  Review and update wording on some pages (not content) |
| *Cost:* | TBD |
| *Staffing:* | TBD |
| **Update Capacity** | |
| *Current status***:** | import newest DB into app. Team member reload app onto phone. |
| *Changes:* | Needs to be in the hands of subscriber or user, preferably automatic. |
| *Cost:* | TBD |
| *Staffing:* | TBD |
| **Authority control and payment (license management)** | |
| *Current status***:** | None |
| *Changes:* | Needed detail from Gail – Several options available, once licensing agreement sign (paper or online) we can receive a “code” for the licensee. Code to phone TBA |
| *Cost:* | TBA |
| *Staffing:* | TBA – App Modifier. |
| **Marketing collateral** | |
| *Current status***:** | Short paragraph and descriptions for different target audiences  phrasing for tag-lines, analogies, illustrating stories, quotes |
| *Changes:* | Website – host on DEOHS/UW for now.  ½ card  short video |
| *Cost:* | TBD will need quote after setting functional specs |
| *Staffing:* | DEOHS – PNASH and EHIT |
| **Customer service** | |
| *Current status***:** | None |
| *Changes:* | Phone #’s and email both in English and Spanish. Set up group UW email or gmail account. |
| *Cost:* | negligible: except to add to menu on app. Add contact info |
| *Staffing:* | App modifier |

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| **PNASH Marketing Collateral Activities & Costs Estimates** | | | | | |
| **Cost/hr + number of hours or total cost**  **2nd Priority:** Low budget is looking at what can be done this summer with a small portion $5K  **1st Priority:** Medium budget is for ~ $20K for 1 year  **3rd Priority**: Higher budget is for a bigger unknown grant amount. | | | | | |
| **Activity** | **low budget** | **medium budget** | **higher budget** | **cost ($)** | **comment** |
| **Branding/design** | | | | | |
| minimal | X |  |  | $427 | (10 hr @ $42.68/hr) enough for basic website/paper materials |
| medium |  | x |  | $854 | (20 hrs) Color scheme, logo, |
| All out |  |  | x | $1,708 | (40 hrs) adding audience testing |
| **Materials** | | | | | |
| ½ Card or Flyer | X |  |  | $85 | (2hrs) For promoting app @ conferences/meetings |
| Poster for display |  | x |  |  | (10 hrs plus % |
| **Website** | | | | | |
| Page on PNASH | x |  |  |  | (10hrs) Start as with a 1 screen description w/links. Basic tracking data |
| Independent UW website |  | x |  |  | As above with some branding, and expandable in the future as project grows. Basic tracking data |
| Full independent website |  |  | x |  | (This will be hard to multi-screen with menus/links etc. |
| Website Maintenance |  |  |  |  | (5 hrs per mo) |
| **Video (online YouTube)** | | | | | |
| short promotional app demo (bilingual) |  | x | x |  | 10 hours hours/video. Use Sara’s rate. Talk to SPH. |
| **Social Media** | | | | | |
| postings and tracking | ­­­ |  |  |  | I don’t think this will be much beyond the regular outreach, but won’t hurt to have a small $ |
| **Other** (anything I’ve left out or other ideas you have) | | | | | |
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| **Timeline** | | | | | |
| Minimal Budget | Completed by 29 September 2017 | | | | |
| Medium & higher budget | These are tied to the growing season and signing up companies for beta-test | | | | |
| -branding & design | September 2017 | | | |  |
| - materials | Beginning of December 2017 | | | | Completion date |
| - website | Beginning of December 2017 | | | | Completion date |
| * video | Beginning of December 2017 | | | | Completion date |
| -social media | Ongoing – Nov/Dec – Jan/March most | | | |  |

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| **App Modifications & Upgrades** | | | | | |
| **Cost/hr + number of hours or total cost**  **2nd Priority:** Low budget is looking at what can be done this summer with a small portion $5K  **1st Priority:** Medium budget is for ~ $20K total for all three components for 1 year.  **3rd Priority**: Higher budget is for a bigger unknown grant amount. | | | | | |
| **Activity** | **low budget** | **medium budget** | **higher budget** | **cost ($)** | **comment** |
| **App Modifications** (costs likely the same for all three budgets) | | | | | |
| Add “crop” menu at the top of the hierarchy | x |  |  |  | two variables at this time:  Cherry & Apples/Pears |
| Add new pest menu for cherries | x | x |  |  |  |
| Add menu options for existing menus | x | x |  |  | “other pests”  “drift”  “ecological hazards”  etc. |
| Edits on Screen Text | x | x |  |  |  |
| **Upgrades** | | | | | |
| Search addition for pesticides menu | x (maybe) | x |  |  | tap letter/type letter for first letter of product name |
| internal link to fix text information |  | x | x |  |  |
| Contact link (phone or email) |  | x | x |  |  |
| **App Upgrades (distribution, downloads, expiration)** | | | | | |
| Distribution by single code/company | x |  |  |  | This can be through a separate website or google play. Each have different issues. Options to be discussed. Could need a separate website. |
| Distribution by individuals w/in company |  | x |  |  |
| App updates for label changes | x | x |  |  | More $, the more automatic |
| App expiration | x | x |  |  |  |
| **iOS** | | | | | |
| development completed |  | x? | x |  | Some app development platforms generate code for both android & iOS |
| Live |  | x? | x |  | This takes time. |
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| **Timeline** | | | | | |
| Minimal Budget | Completed by 29 September 2017 (or whatever is feasible by that date) | | | | |
| Medium & higher budget |  | | | | |
| * Display version | 30 November 2018 | | | |  |
| * Final version | 1 February 2018 – completed with testing. | | | |  |
| * (iOS) | could be a later date | | | |  |

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| **DEOHS IT Activities and Cost Estimates** | | | | | |
| **Feature** | **required** | **not required, but….** | **nice** | **cost ($)** | **comment** |
| Host db for 1/yr | X |  |  |  |  |
| db IT management general | X |  |  |  |  |
| **Labels db** | | | | | |
| -Add fields ~ 10 | X |  |  |  |  |
| -Add cherries | X |  |  |  |  |
| -Add cherry pests | X |  |  |  |  |
| -Any modifications needed so that app can access updates (or db access app) | X |  |  |  | (coordinate with App dev) |
| -change db |  |  | x |  |  |
| -update some field names | X |  | x |  | Only if needed, though some are odd, it will also require changes in app coding. |
| **Web – based data entry portal** | | | | | |
| -modify current portal to accommodate new fields | X |  |  |  | (prefer new) |
| **New portal** | | | | | |
| 1. basic | X |  |  |  |  |
| 1. 2x entry & report of errors |  | x |  |  |  |
| 1. Drop down boxes/autocomplete or other method so we don’t have to re-enter the same information. A lot of it is repeated |  | x |  |  |  |
| 1. Boundaries on data entry |  |  | x |  |  |
| **Web-Site Hosting** | | | | | |
| -Setup | x |  |  |  | This is could 1 or 2 sites  -Marketing  -access portal for app. |
| -ongoing cost |  |  |  |  |

| **Brief Timeline (26 July 17** | | | | | | | | | | | | | | |
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| **Year** | **2017** | | | | | | | **2018** | | | | | | |
| **Month** | **7** | **8** | **9** | **10** | | **11** | **12** | **1** | **2** | **3** | **4** | **5** | **6** | **🡪** |
| **Tree Fruit Industry/Ag** | | | | | | | | | | | | | | |
| **WA tree fruit growing season** |  |  |  |  | |  |  |  |  |  |  |  |  |  |
| **Meetings general** |  |  |  |  | |  |  |  |  |  |  |  |  |  |
| WTFA 4-6 Dec |  |  |  |  | |  | X |  |  |  |  |  |  |  |
| ASHCA |  |  |  |  | |  |  |  | X |  |  |  |  |  |
| Western AFF Forum |  |  |  |  | |  |  |  | X |  |  |  |  |  |
| **Funding** | | | | | | | | | | | | | | |
| PNASH Emerging Issues |  |  |  |  | |  |  |  |  |  |  |  |  |  |
| STEP |  |  |  |  | |  |  |  |  |  |  |  |  |  |
| Innovation Fund |  |  |  |  | |  |  |  |  |  |  |  |  |  |
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| **Project Activity** | | | | | | | | | | | | | | |
| **Database Changes** |  |  |  |  |  | |  |  |  |  |  |  |  |  |
| ready for data Entry |  | X |  |  |  | |  |  |  |  |  |  |  |  |
| maintenance |  |  |  |  |  | |  |  |  |  |  |  |  |  |
| **Data Entry Portal** |  | X |  |  |  | |  |  |  |  |  |  |  |  |
| **data entry & updates** |  |  |  |  |  | |  |  |  |  |  |  |  |  |
| **App** |  |  |  |  |  | |  |  |  |  |  |  |  |  |
| **Update Capacity** |  |  |  |  |  | |  |  |  |  |  |  |  |  |
| **Authority Control & Licensing** |  |  |  |  |  | | X |  |  |  |  |  |  |  |
| **Marketing Collateral** |  |  |  |  | X | |  |  |  |  |  |  |  |  |
| **Customer Service** |  |  |  |  |  | |  |  |  |  |  |  |  |  |
| **Reporting** |  |  |  |  |  | |  |  |  |  |  |  |  |  |
| **Management** |  |  |  |  |  | |  |  |  |  |  |  |  |  |
| **Funding** |  |  |  |  |  | |  |  |  |  |  |  |  |  |