

The Mx Group

# Proposal

Prepared for:

SIMnext:  
Behavioral Health App  
November 18, 2016

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# Letter of Transmittal

November 18, 2016

Nicole Delinski & Justin Drawz  
SIMnext  
1306 N. Berkeley Avenue  
Peoria, Illinois 61603

Dear Nicole and Justin:

Thank you for your invitation to participate in the RFP for the Behavioral Health App. We are excited about this opportunity and look forward to going through this process with you and the rest of the SIMnext team.

We have enjoyed collaborating with you to define and refine your application's scope and vision over the last several weeks. Based on our strategic and results-oriented approach, the breadth of our capabilities, and our overall skill set, we believe that The Mx Group is an excellent match for this project.

We look forward to discussing the details of the proposal.

Sincerely,

Eric Von Zee  
Director, Digital  
Development  
The Mx Group

# Your Needs

SIMnext has recognized that there is a direct relation between staff turnover and employees having to deal with tough patients. Improving both staff engagement and patient wellness can be accomplished by better training staff to deal with difficult behavioral health issues.

Traditional training is an expensive and bulk process that occurs infrequently, and shows poor results in terms of learned behaviors. Learning studies have shown that simple lectures are among the least effective training methods.

There is a substantial opportunity to better leverage technology and e-learning in healthcare environments to improve staff and patient interactions. The use of technology offers the opportunity to improve training outcomes.

For learners, the training can be:

1. More interactive – improving learning outcomes
2. More available in situ – reducing the gap between the need for either initial or refresher training and the delivery of it
3. More contextual – allowing learners to more directly understand the relevance of the training
4. More empathetic – improving engagement and adoption

For administrators the training can be:

1. More accountable – through individual testing and results
2. More manageable – via metrics on staff compliance and adoption

SIMnext seeks to create these benefits by developing an e-learning game that will present a variety of training scenarios as realistic video simulations. The game will keep learners engaged by continuously creating interaction points, presenting empathetic characters, and displaying the real life effects of improved handling of difficult situations.

The game will identify specific interventions and techniques to use in diverse behavioral health scenarios:

1. Understand how to identify and communicate with someone feeling depressed and/or suicidal
2. Demonstrate how to de-escalate an agitated patient
3. Support a patient having a panic attack
4. Support and communicate with an individual with psychosis

SIMnext would like the game to work on both the Android and PC platforms. iOS compatibility is preferred but not critical. This broad compatibility with devices will offer healthcare organizations wide options for making the training continuously available to staff.

This product can offer a great opportunity to healthcare organizations to avoid law suits, improve staff retention, and raise patient happiness. HCAHPS scores are incredibly important to a health system and the use of the game proposed in this document can help employees better manage their patients which in turn can lead to higher satisfaction ratings.

It may also remove noise from the provider/patient relationship to allow better identification of health problems that need attention – leading to better health outcomes.

With our award-winning production crew and development team, The Mx Group is a perfect partner to develop the game. We have a tradition of creating cutting-edge solutions that win in the market. Unlike conventional development firms that focus only on the technical aspect of a project, we think of solutions from a holistic point of view.

For this proposal, the word game refers to the entire portfolio of scenarios available to the user. The word scenario refers to each section or type of behavioral issue that the user can access in the game and can progressively learn from in the game.

# Our Approach

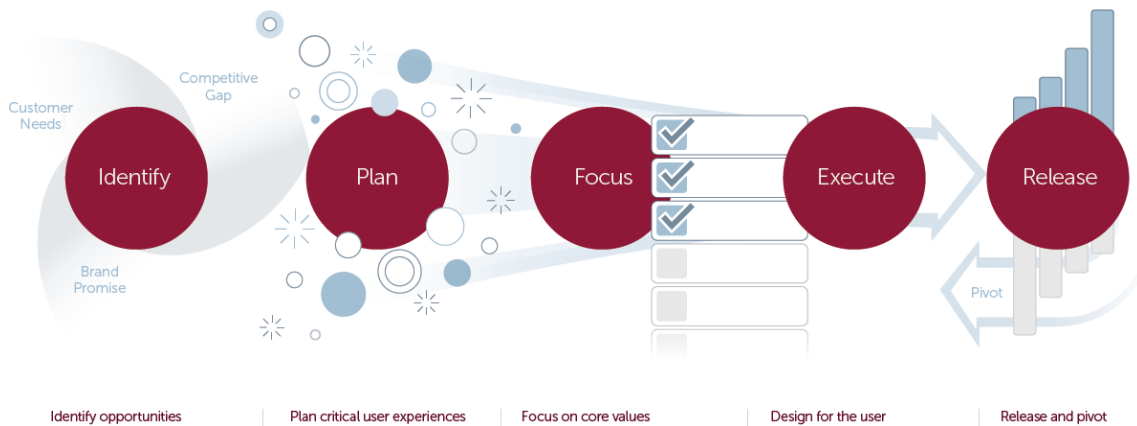
## Overview

The Mx Group has a focus on market-facing applications. We help navigate the unique challenges of developing web and mobile apps for customers and prospects. While strong user experience design, UI design and technology infrastructure are important for every software product, in market-facing applications the bar is set higher than with internal enterprise technology. Customers and prospects have more choices about what technology they will or will not adopt than internal users of enterprise technology. Market-facing applications have more competition and cater to the more varied needs of a broader user base. They also have to carry the brand forward and represent the company.

The Mx Group's full range of services helps clients to:

1. Identify their needs and pain points.
2. Imagine the best ways technology can be utilized to solve those problems.
3. Focus on the core value and reserve budget to adapt to lessons learned.
4. Adapt and/or pivot the idea as the team and users give feedback.
5. Build market-facing software people will use and love.
6. Integrate into the customer's work flow.
7. Embed brand value with customer.

# How we work



While not every engagement spans from the inception of the vision to the delivery of the finished product, every engagement contains elements of that full software development life cycle. Whether we are participating in early planning or focusing on excellent execution, quality software depends on the whole team understanding the end goals and the surrounding context.

## Identify

The Mx Group works with our clients to generate clarity of vision. We get invested in understanding our clients' business; the market segments, personas and users they serve; and their unique selling proposition. We use this understanding as the context to help align the value of the applications we design and build with the value of the brand and the needs of the user.

This can involve primary research with users, persona creation, interviews with client experts, and definition of objectives.

## Plan

We bring our user experience and technology expertise to the table to:

1. **Articulate critical user experiences** — document the very short list of important things that a user must believe about the application in order to adopt it and use it as a guide to feature prioritization and design.
2. **Establish the feature backlog** — capture work items as “user wants” so we can define the desired features in a user-centric way to ensure that design and implementation decisions best serve the user goals.
3. **Determine the project approach** — establish the general context of the functional and technical structure that will support the features.

4. **Estimate the implementation** — explore the challenges and requirements of the user story, and establish the scope, budget and relative difficulty of the tasks.

## Focus

Scope and risk control are critical in software development. While any new product development inherently contains uncertainty, a few core principles are essential to managing it without sacrificing quality or losing control of the budget:

1. **Build useful things.**  
When the team completes a work item, the outcome should be something usable by the user, not a piece or layer of the application that will remain useless until project completion. This ensures that no matter how the project parameters change — whether deliberate design changes by the client, technical challenges, or budget changes — all of the work completed is useful and minimizes waste.
2. **Build important things first.**  
Strategically prioritizing (or grooming) the backlog of work ensures that the features that have been built were the best use of resources. We like the mental discipline of asking, “If the next thing built is the last thing built, what should it be?” That question results in a build order that focuses on the core functions in an essential way and then iteratively adds enhancements. This avoids over-spending budget or time on nice-to-have features early in the project, which can then force a budget over-run to complete must-haves late in the project.

The Mx Group helps our clients strategically plan for maximum business value and maximum budget control.

## Execute

The Mx Group’s development process is:

1. **Incremental** — we do development in small, sustainable, repeatable sprints that allow the full software development life cycle to occur early and often. This maximizes process learning and ensures usable output throughout the work.
2. **Iterative** — we build the core value of the development first to ensure the fastest route to a working system. This maximizes design learning and provides the best flexibility for clients to improve the application plan as it progresses.

We do demos of our work and updates on project cost and timeline at each sprint completion (typically two weeks).

The Mx Group’s UI design process is:

1. **User-centric** — the whole team is focused on creating a great user experience, and takes the time to understand why a user wants a given feature. This allows everyone to contribute insight and ideas, and unlocks the full value of the team and the application.
2. **Adaptable** — as the project proceeds, new insights can come at any time from the clients of the Mx team. Our design and build process allows our clients to evaluate



those ideas as they come up and decide whether they are worth a trade-off against other features or budget. This encourages inspiration to be captured and utilized.

3. **Brand-connected** — because we understand the brand goals of our clients, we know how to make sure that the design fully represents the promise of the brand.

The Mx Group's quality assurance process is:

1. **Continuous** – Each sprint is a complete software development life cycle, producing working and fully tested code that has passed through our rigorous QA process.
2. **Automated** – Unit tests and automated interface tests are developed as appropriate to help assure the long term stability of the product as new features are added or changes are made.
3. **Comprehensive** – We pride ourselves on exploring edge cases so that the final deliverables are ready to withstand real use, not just the sunny day path of developer testing.
4. **Cross-device** – We make sure to test our development on all of the targeted device and software platforms.

## Release

The Mx Group always plans to release work as often as possible. A large backlog of code that has not encountered production conditions and user feedback is a liability. Releasing often reduces the exposure to complex problems that are difficult to untangle from months of work.

When feasible, we encourage incremental releases for user feedback, but even when a new release must be more large-scale by nature, we have techniques for releasing the code while obscuring the features from end users.

When releases happen, learning quickly follows. Real user feedback is invaluable, as is real production experience. All of this learning is incorporated into grooming the backlog to make sure critical issues that would otherwise not have been discovered until the end of the project get addressed correctly.

## Tools and management

Mx uses a variety of tools to manage software projects:

1. Git for source control
2. Gitflow rules for branch management
3. Jira for sprint and Kanban planning and defect tracking
4. CruiseControl.NET or Jenkins for automated build and deployment
5. NUnit for unit testing framework
6. Selenium for test automation
7. New Relic for monitoring and metrics
8. Sonar for static analysis and quality metrics

Depending on the project, some of these tools may not be directly relevant, but the above common tools and techniques reflect the kind of professionalism and quality invested in every project we do.

## Licensure, registration and/or accreditation

The Mx Group acquires and maintains valid licensing for all development tools, and as a part of our master services agreement, agrees to warrant that all aspects of our development for clients is either unique intellectual property that will belong to the client, or has been properly licensed for use in the project.

Team members that will be developing the project have won several awards from leading healthcare agencies and organizations, including:

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*Winner*

Glioblastoma app challenge



*Winner - Best App*

Global PACT HealthCare App challenge

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*Finalist*

Venture to Stop  
Diabetes



*Tied for Audience Favorite  
at Scientific Sessions*

American Heart Association  
– Innovation challenge



*2nd Place*

Cigna Healthathon

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*Walgreens*

*Grand Prize Winner*

Affordable Care Act 2.0 + Make-a-thon

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# Project Approach

## Solution

In order to meet the needs of this application in terms of interaction, empathy, and cross-device compatibility, The Mx Group is planning to build the game:

1. Using live-action video to maximize empathy
2. In a cross-device compatible framework to maximize code re-usability
3. Connected to SIMnext's backend for management and reporting
4. With offline support for in-game experience

The game is designed as a re-usable framework rather than a one-time solution. As such, after the initial cost of building the game, additional scenarios can be added with minimal changes to the software. Given that the approach uses live video, there will be additional effort to script; capture and video edit additional scenario content.

A number of alternatives were considered as we made final approach decisions. Options considered and the reasoning for the final approach can be found below.

### **Technical Approach**

We propose building this application on the Unity3d framework, which brings us several key benefits:

1. Built-in cross platform support – write once, run on all our target platforms
2. Familiarity to the SimNext team
3. A rich ecosystem of third party modules and tools, which we are likely to use to save development effort
4. Possibility of code sharing between this and existing apps

Other platform options considered but not selected include:

1. Xamarin – Requires recoding UI for each platform
2. Web application – Insufficient offline support
3. E-learning tools such as Articulate360 – Limited customizability, difficult to implement as part of a larger app
4. Electron or React Native – Simple implementation for desktop or mobile, respectively, but hard to add cross-platform capability

We expect to use a number of third-party modules in the implementation of this application, possibly including:

1. AVPro video player
2. Menuing and UI library
3. JSON parser

We expect all parts of the application to be contained in Unity, and do not expect to build a web backend server. All server-side functionality will be provided within your

existing app's backend. We plan to work with the existing vendor to update and customize the API to that backend if they do not already support this application's needs.

### **Technical Architecture**

We plan to build the following Unity scenes:

1. Login
2. Main Menu
3. Terms and Conditions
4. Credits and References
5. Generic scenario introduction (with voiceover)
6. Generic video/quiz question/result loop
7. Generic scenario outro
8. Score Summary
9. Feedback

Several in-app logic components will also be constructed:

1. Login/logout process
2. License/seat management
3. Game state / progress manager
4. Offline progress recording and sync

Scenarios are the prime drivers for application usage, so our goal is to make it easy to add and modify scenarios. Each scenario will be defined using a common data structure, roughly:

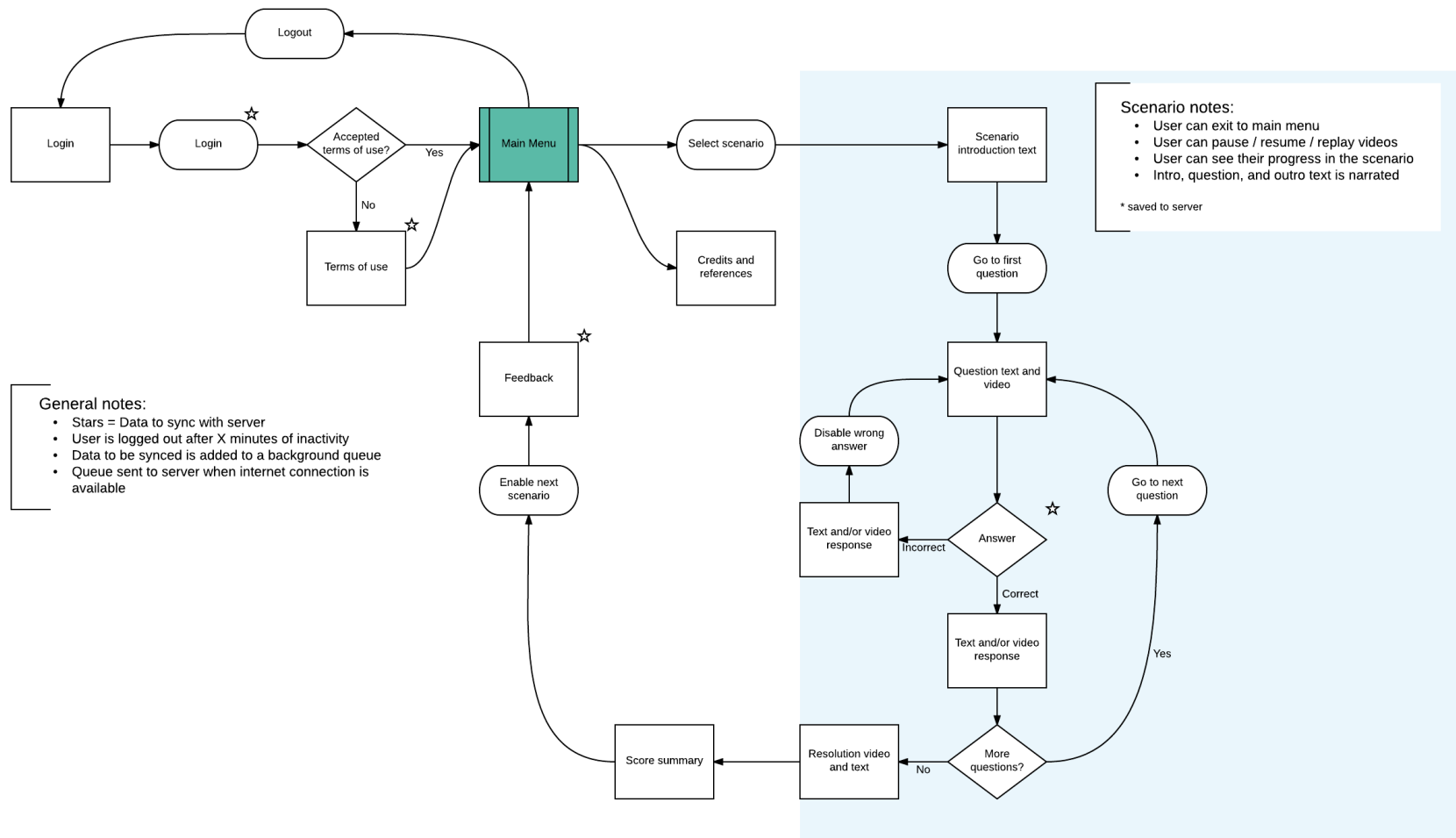
- Scenario name
- Description
- Introductory text and audio paths
- "Extra credit" data
  - Extra credit image
  - Hotspot positions and response text
- Question data
  - Question text
  - Lead-in video
  - Answers
    - Answer text
    - Response text and video
- Outro text and video

Scenes will be dynamically generated from this data. Depending on how the scenario is defined:

- Extra credit can have an arbitrary number of hotspots that provide the user with feedback.
- Questions can have a lead-in video, or jump straight to the question text.
- Answers can show answer text and a video, or just text.

When a new scenario is added to the application, we will only need to add a new scenario definition and the corresponding media assets.

The flowchart below illustrates the process logic followed in the game.



## User Experience Approach

The need for a multi-device and screen size application comes with some inherent challenges that need to be managed. Based on our discussions with the SIMnext team, we have some assumptions and ideas that may be useful to evaluate how we would approach the project.

We have based our thinking on a preliminary user task work flow that we think represents the most common and important use case of the application:

1. Review how to identify, communicate and support patients suffering from behavioral health problems
2. Immersive gameplay to simulate a patient interaction
3. Give the user the ability to make decisions and see results of said decisions.

Technique	Description
1. Flexible UI design	<p>Flexible interface design adapts to larger and smaller screen sizes dynamically by: scaling text, columns, and images</p> <p>These techniques are what assure that the application will not only work on a variety of devices, but make good use of screen real estate in the process.</p>
2. Full-screen video playback	<p>Full-motion video has a much greater ability to connect with the user, as compared to static photography or illustrated scenes. This connection is useful both for realism and for generating empathy in the user in a similar way to a real experience.</p>
3. Menu-driven question/answer process	<p>Rather than require users to enter text or navigate a 3D environment, which take a certain set of gaming skills, providing a menu of possible answers allows the game to be accessible to most users.</p>

## Process Details

### Planning, Design and Backlog

Mx will capture the requirements in a backlog of features to be built following the best practices to define work items as iterative and incremental. We will engage with SIMnext to groom that backlog into a priority order that focuses on usable output, maximum learning and flexibility at every stage.

Once the initial backlog creation and grooming are complete, we will engage in the UI design process to develop the basic graphic design and functional design patterns that will be applied to the application as a whole as work progresses.

These steps serve as an initial plan for the project, but mechanisms exist throughout development to review and refine these decisions with transparency into any cost or schedule impact. The grooming of high priority “must have” items to the top of the backlog and “nice if we can get it” items to the bottom creates the flexibility to introduce new and better ideas throughout the project while providing:

1. Maximum transparency whenever new work is introduced
2. Maximum control to introduce any new work as either a budget change or a feature trade off at client discretion

## **Development**

Implementation will follow the scrum method characterized by a repeating cycle of:

1. Estimation on any new requirements introduced
2. Backlog grooming updates
3. Commitment to backlog items for the upcoming sprint
4. Two weeks of Mx development and testing
5. Sprint work demonstrated to key stakeholders
6. Two days of UAT and any minor UAT changes
7. Sprint end and (if applicable) deployment
8. Sprint retrospective meeting for process adjustments

## **Version Control**

Mx follows the gitflow branching model. This model strongly separates all new development from the approved/production code until deployment time. It segments each feature into its own branch in the system in order to allow maximum deployment flexibility at any given time of any work that is ready without having to take pains to separate it from any work that is not ready.

This approach meshes well with the flexibility we seek to give our clients in controlling release dates and specific feature sets targeted for release.

## **Test Approach**

Mx testing uses a mix of:

1. Manual tests
2. Unit tests
3. Automated front end tests

Mx plans its testing by choosing the most appropriate way to test a function depending on its characteristics and developing the test types that most effectively and efficiently ensure quality.



Manual tests will be captured as “test sessions” within our defect tracking tool (Jira). These test sessions provide traceability that includes.

1. User stories, which map to
2. Jira work items, which map to
3. Test sessions with appropriate test plans, which map to
4. Defects discovered and resolution states of all defects

## VIDEO PRODUCTION

The Mx Group has in-house resources to facilitate all portions of a video project, from script to screen. For more extensive video shoots, we can also scale to our clients' needs because we have a list of partners who facilitate video shoots, allowing us to pick the crew that meets the skill set and pricing requirements for the budget. Having these in-house and regular partner resources creates a much more seamless workflow and helps us ensure that quality is sustained. For this project, we have an advantage over other agencies because we have first-hand interaction with the developers allowing us to be much more agile for any adjustments that need to be made.

Our video-related capabilities include:

- Content / Story development
- Strategic messaging
- Script writing
- Motion graphics
- 3d animation and modeling
- Render farms
- Content distribution

We have experience producing video for a variety of use cases, including:

- Customer testimonial video
- Promotional video (service / product)
- Industrial video
- Internal Communication video
- Training videos
- Recruitment

### Process

The Mx Group follows a flexible and customizable video production process. While each project's demands may require us to modify or extend this process, this baseline is used as the general roadmap of how we execute each of our video projects: Refine the purpose, introduce a workflow, ensure everything is accounted for, and back up the process with quality control. The steps of our baseline process are:

- Strategy & Project Management
- Creative Concept
  - Create storyboarding

- Write script
  - Review
  - Client presentation
  - Revisions
- Asset Creation
  - Sourcing images
  - Graphic / asset production
- Video Shoot
  - Scout locations
  - Source crew
  - Develop call sheet
  - On-site shoot management
  - Render, review and organize footage
- Voiceover
  - Source VO talent
  - Prep script
  - Coach VO talent
  - Client review
- Production & Development
  - Create rough cut
  - Internal quality review
  - Revisions
  - Client review
  - Client revisions
  - Finalize video
  - Render video

In our conversation with the SIMnext team, we agreed on a preference to film the first scenario separately to get review from stakeholders, followed by the filming of the other three scenarios. This approach gives the SIMnext team the ability to provide feedback but increases costs since the production crews video shoot upfront cost is paid twice.

An alternative approach to this is filming all four scenarios back to back without a review delay between shoots. This approach will reduce costs but does not allow SIMnext to give feedback on the first scenarios or revise the approach based on stakeholder feedback before producing the full set of videos. To make it easier to compare, the video production costs mentioned in the “Video Production” table below delineate these two options.

We have also provided several options for the amount of video content to be produced. The most extensive option includes a custom video for every answer selection; the mid-range option includes a custom video for every correct answer plus a single video to be re-used on all wrong answers. The most economical option provided includes a custom video for each correct answer, but no video for wrong answers – the user will be presented with a textual response.

SIMnext has also suggested using their own production crew to record the videos and possibly using professional actors that will be sourced by their team. In this option, MX will assist with post production only. For this option, we have provided a “Video Production Assumption” section that breaks down what needs to be taken care of from the SIMnext team.

# Pricing and Details

All prices are estimates. Actual costs will reflect the time and materials required to complete each task.

## Main Scope

The original Request for Proposal document outlined a set of features as Critical, and another set as Desired. During our conversations with the SIMnext team, we identified several areas which should be re-categorized. We have made adjustments to the main scope based on those conversations and the evolving needs of the game.

Development and Testing		
Short Name	User Story	Points
Permanent Closed Captions	As a user, I want to see closed captions for the video portions of the game, so that even if I'm hearing impaired I can understand the action.	0
Credits and references	As a user, I want to see credits and references within the game so that I can check whether the information in the game is sound.	0.5
Enforced scenario order	As a user, I can only pick scenarios in a sequential order, so that I can learn incrementally as I progress through the game.	0.5
Scenario text introduction and outro	As a user, I want to see a text narrative that prepares me for the scenario ahead or summarizes the scenario that was just completed, so that I know what to	3

	expect and have another chance to review.	
Scenario feedback	As a user, I want to give feedback on how effective the scenario was in teaching me the topic that was covered in the scenario so that SIMnext can use my feedback to improve the game.	1
Scenario audio narration	As the client, I want the game to be ADA compliant based on specifications I have set so that I meet accessibility requirements.	1
Logout	As a user, I want to be able to log out of the game, so that my identity and scores are not comingled with other users.	0.5
Auto logout	As a user, I want the game to log me out of the game if I haven't interacted with it in a while, so that if I forget to logout my test history will not be comingled with others.	0.5
Login	As a user, I want to be able to login to the game so that all of my scores are correctly associated with me.	1
Terms of use agreement	As a software provider, I want to have legal disclaimers so that users understand that my liability is limited.	1
Scenario selection	As a user, I want to be able to select the scenario I would like to start so that I can repeat scenarios and feel as though I'm controlling my progress through the game .	2
Scenario repeat	As a user, I want to repeat an already-viewed scenario so that I can retry if I have failed it or would like to review the content.	0.5
Track overall game progress	As a user, I want to identify the scenarios that I have finished or are in progress so that I can gauge my progress and continue my training.	2
Score summary	As a user, I want to see a summary of my scores at the end of each scenario, so that I can gauge my understanding of the	2

	material.	
In-scenario progress indicator	As a user, I want to see a performance indicator, so I know immediately when I have made a mistake.	3
Answer video response	As a user, I want to see a video response to my action, so that I can see the effects of a decision I just made and learn from it.	2
Question presentation	As a user, I will answer multiple choice questions throughout each scenario, so that I prove that I know the correct actions to take, given the scenario.	8
Sync test results to the server	As a software provider, I want to integrate with the existing Health Scholar database so that users that are playing the game can have their scores viewed by the administrator.	13
Question video intro	As a user, I want to see a video introduction leading to a question so that I am immersed in the situation – Includes video player functionality implementation.	3
Extra credit still image hotspot	As a user, I want to earn extra credit if I find a hotspot on a still image, so I can prove that I have environmental awareness.	5
In app saved profile / games	As a user, I would like my progress to be saved on the device so that even if I don't sync due to internet connectivity issues, I don't lost my progress.	3
	Setup developer environment	1
	Work with vendor to set up test API	5
	Installer	3
Offline login limits	As the client, I want to limit the number of users that can log in without internet connectivity	1
<b>Total</b>		<b>62.5</b>

As we build the product and begin to receive feedback, we expect new ideas or unforeseen circumstances to arise which you may want to include in the first phase of this project. We recommend that you set aside an additional 20% of the baseline points to allow space for these changes without reducing your main scope.

Accordingly, in our estimate, we have included 12.5 additional points to allow for these changes. If no new ideas or complications arise during the project, these points may, at your option, be applied to other optional stories or remain unimplemented, lowering the total expenditure.

### Technical Assumptions

- The login process does not require a password, only the badge number is needed.
- There are a limited number of licenses per device.
- When a user logs in, the system only checks if the user is unique to that device and will take up a license allowing the user to access the game.
- There is a strong preference to have the ability to interact with the environment in the game.
- SIMnext technical team will assist with backend integration, code reviews, and be responsive to any questions the MX team has for them.
- Avatars are not required anymore for the game.
- The game needs to function offline.
- There is no need to track user metrics such as time app was used etc, other than if a unique user is logging in.
- The answers do not layer on top of each other, as such the game will reset to a neutral state after each question.
- Need for both PC and android compatibility.
- Video is preferred over 2D animation.
- The client identification will be hardcoded into the app in this phase. Future releases to a wider audience may introduce a way for the administrator to set this at installation time.

## Optional Scope

These are features that were not part of the specification but that we believe are worth your consideration. Each feature is described in the following table to help you understand the potential value.

As we go through planning and development for this project, we expect to discover additional improvement opportunities that would help the product better serve the purpose. We hope to partner with you in defining how to best help facilities educate their employees on best practices to manage individuals suffering from behavioral health issues.

The Mx development approach leaves control of when any of those suggestions might be implemented in the hands of SIMnext – they can be deferred or introduced into the project at SIMnext's option with appropriate feature tradeoffs or budget adjustments.

Suggested Features	
User Story	Points
As a user, I would like to mute the audio for the game instead of just using device controls.	1
As a user, I would like to adjust the font size for the text displayed, so that it is easier for me to view the literature shown in every scenario.	2
As a user, I want the scenario to continue from where I left off.	2
As a user, I earn extra credit if I decide to take additional questions.	3
As a user, I want to be able to email myself recommended questions so that I can learn offline.	1
As a user, I want to get extra credit if I decide to review bonus material.	1
As a user, I want to see a video transition when I find an extra credit hotspot.	1
As a user, I want to get rewarded with a congratulatory message when I get a perfect score in the game so that I know I did a great job.	1

## Pricing

Technical			
Work Item	Optimistic \$1,315 / point	Estimated \$1,346 / point	Pessimistic \$1,448 / point
Licenses and other required software	\$6,500	\$6,500	\$6,500
Project Management	\$7,500	\$7,500	\$7,500
Sprint 1	\$23,898	\$23,898	\$23,898
Sprint 2	\$23,898	\$23,898	\$23,898
Sprint 3	\$23,898	\$23,898	\$23,898
Sprint 4	\$23,898	\$23,898	\$23,898
Sprint 5	\$7,401	\$7,401	\$7,401
<b>Points Projected</b>	<b>78</b>	<b>75</b>	<b>71</b>
<b>Total</b>	<b>\$116,993</b>	<b>\$116,993</b>	<b>\$116,993</b>

Post-release support and future development has not been scoped in this proposal, and will be managed on a time and materials basis.

MX films the videos			
	All answer videos	All correct, one wrong per scenario	Only correct answer videos
Pilot scenario is filmed – given for review to SIMnext – followed by filming of the remaining three scenarios	(A) \$180,630	(B) \$135,547	(C) \$129,547
All four scenarios are filmed one after the other.	(D) \$146,185	(E) \$110,065	(F) \$104,065
SIMnext films the videos			
SIMnext film crew and SIMnext actors – only one incorrect answer video response and one correct video response.*	(G) \$ 65,112		

\*Please reference “Video Production Assumptions” section below.

Extras		
Location*	Option A - C	\$ 6,000
Location*	Option D - F	\$ 4,000
Voice Over**	For ADA compliance	\$ 3,000

\*Jump simulation providing the clinic setting at MATTER will reduce costs for these.

\*\*See “Asset Creation” section under “Video Production Assumptions” for details.

#### **MX Group recommendation**

Technical	\$116,993
Professional Video (1 correct answer + 1 incorrect answer), with pilot	\$135,547
Extras Voice Over	\$3,000
<b>Total</b>	<b>\$255,540</b>

After reviewing the script, **The Mx Group does not recommend** mixing two different aesthetics options for the question and answer portion: video vs. parallax. The proposed high quality of parallax images versus live video may appear jarring and disjointed by



comparison. Implementing all live video or all parallax will create a more cohesive aesthetic for the viewer.

### **Video Production Assumptions if SIMnext crew films and acts:**

#### **Creative Concept**

- Script: SIMnext will be responsible for the overall direction of the script and any changes to the script.
  - Note: Some actions may not be easily conveyed from a 1st person POV and may require modifications to the original script.

#### **Asset Creation**

- All graphical elements and overlays on the video will be handled by The Mx Group (on screen text, layout, bumpers, lower thirds, etc...)
- Videos will not contain any background music.
- The Mx Group will create an abstract of the interface elements that will serve as a guide for the crew to understand where buttons, questions, etc... will appear when overlaid onto the video.
- The Mx Group is responsible for sourcing and coaching Voice Over talent and acquiring necessary tracks for editing.
- Based on current script, multiple VO talent may be required to accommodate gender and voice variation requirements.

#### **Video Shoot**

- SIMnext will use their own video crew and execute the entire shoot themselves.
- SIMnext will source all actors. All costs and perpetuity is handled by SIMNext.
- SIMnext will be responsible for backups of all shoot footage.
- SIMnext will be responsible for directing actors.
- The MX group will assist with screenplay for the script.
- Pricing does not include having The Mx Group director attend the shoot.
  - (Additional cost: 1 day \$2,500 / 2 days \$5,000).
- Videos will be provided to The Mx Group in Raw / uncompressed format.
- Videos will be shot in no less than 1080p,
  - The Mx Group would recommend a format greater than 1080p to allow for zoom-ins during post production, if required.

#### **Post Production**

- The Mx Group will be responsible for all video editing work.
  - Creating and editing each clip
  - Editing in-video Voice Over
  - Color correction between clips within each scenario
- The Mx Group will be creating the following videos per scenario: (approximate lengths)
  - Per scenario (average)
    - 1 Introduction video (60 seconds)
    - 4 answer videos (30 seconds each)
    - 1 incorrect answer (5 seconds)
    - 1 conclusion video (60 seconds)
  - Subtotal: 7 video clips per scenario

- 5 question videos are needed based on the current script
  - Total clips: 33 clips for all scenarios
- An initial set of video clips will be sent to SIMnext for review and feedback (possibly an entire scenario). All other scenarios will be created based on this feedback.
- 2 rounds of revisions are included within post production pricing.

# Our People

The Mx Group delivers services across multiple disciplines by utilizing talent from cross-functional areas, led by a single point of contact for relationship management and account management. The business analyst is the primary client contact point for software development, who then manages work flow and communications with the appropriate team leads for full-service relationships.



## **Kevin Coe**

*Vice President of Technology Services & Partner*

Kevin brings more than 20 years of business-to-business marketing and technical expertise to The Mx Group, providing oversight for the Technology Services Group. Kevin's technical teams develop and implement an extensive array of software and web development projects. Kevin attended the University of Illinois at Urbana-Champaign, receiving his B.S. in advertising.



## **Kelley Daniels**

*Lead Quality Assurance Analyst*

Kelley works on many client accounts, including Numismatic Guaranty Corporation, Siemens and Anvil. Her attention to detail keeps these web applications and databases working effectively and efficiently for clients. Kelley graduated with a B.S.E. from the University of Notre Dame.



## **Eric Von Zee**

*Senior Manager of Programming*

Eric has been part of The Mx Group since 1998. He develops and manages internal and external teams through every phase of the software development life cycle — including estimate, proposal, design, execution, testing, UAT and delivery to production. He brings exceptional value to every project through his management acumen and expertise in JavaScript, C#, Java and other technologies.

**Muhammed Fazeel***Business Analyst II*

Muhammed brings extensive experience in the mobile app and web development space. Prior to The Mx Group, he headed product development for companies in the healthcare and education markets. His work has won several national awards and has been featured in multiple publications. Muhammed graduated with a B.S. from the University of Illinois at Urbana-Champaign.

**Miroslav Zugovic***Manager of Video and Front End Development*

Miro brings more than 10 years of interactive experience to The Mx Group, providing best practices in front end web development. He considers himself a jack-of-all-trades when it comes to interactive work, and has a broad background that covers graphic design, video, 3-D, web development and content management systems. Miro holds dual degrees in multimedia production and design and in interactive media.

**Dennis Kerr***Technical Architect*

Dennis joined The Mx Group in 2006 after graduating from the University of Michigan with bachelor's degrees in engineering and computer science. Proficient in C#, JavaScript, PHP, and both iOS and Android operating systems, he has built numerous apps and websites for a range of clients.

**Phil Arnold***Motion Graphics Designer*

Phil brings eight years of experience in animation and motion design to The Mx Group. He focuses on motion graphics, 3-D animation, visual effects and editing. He began his career at a post house working with ad agencies throughout Chicagoland on video projects ranging from broadcast to interactive media. Phil holds a B.S. in media arts and animation from The Illinois Institute of Art — Schaumburg.

# About The Mx Group

## Ownership structure

Privately held

## Years in operation

27

## Total number of employees

110

## Current number of clients

37

## Office

7020 High Grove Blvd.  
Burr Ridge, IL 60527  
United States

## Primary phone

630-654-0170

## Website

TheMxGroup.com

## Awards



The Mx Group is a digital and demand generation agency that empowers companies with the competitive edge of modern B2B marketing. We integrate digital strategy, technology, operations and sales optimization services to help companies attract, convert and retain customers. For more than 25 years, clients have trusted us to help turn their marketing investments into measurable revenue. We are a collection of marketing strategists, business analysts, designers, writers, programmers, data specialists and sales operations experts.

All bring unique skills and perspectives while contributing to our common mission of helping companies **excite** markets, **engage** customers, **effect** sales and **embed** value to create a Total Market Experience™.

## **Building a company to excite, engage, effect & embed.**

Founded in 1989 by Andrew Mahler and Pete Wroblewski, The Mx Group was originally named Trittech Marketing, with an initial focus on B2B lead generation through direct mail and public relations.

In 1991, we developed one of the first lead management services to be offered by a comprehensive B2B marketing firm. The insight into lead activity and campaign effectiveness was unprecedented, and provided our clients with significant advantages toward managing their marketing messages and sales channels. The 90s was marked by continual growth and expansion of services, including web development, telemarketing, database optimization and fulfillment.

In 2003, Trittech Marketing became The Mx Group. The move represented our now comprehensive marketing services, our founding results-focused philosophy, our ability to develop complex web-based applications and our award-winning creative capabilities.

Today, we continue to evolve our services, offering relevant B2B perspectives on social media, inbound marketing, technology services and mobile solutions. Yet through all the evolution, we have never lost sight of our foundation in providing measurable results.

## **Customer Service**

As a customer of The Mx Group, you have support should the need for maintenance arise. The first point of contact in case of an emergency is the business analyst assigned to your project. The BA in turn will escalate the problem to relevant teams within the company.

# Key Contacts

Primary Contact:

Muhammed Fazeel, Business Analyst II,  
630-230-2584,  
[mfazeel@themxgroup.com](mailto:mfazeel@themxgroup.com)


Eric Von Zee, Director of Application Development,  
630-230-2534

Kevin Coe, Vice President – Digital Development & Partner,  
630-230-2552





# Addendum

Apple Developer License for MX Group  Developer



## Membership Details

Your team's membership information and legal agreements.

### Membership Information

Program Type	Apple Developer Program
Team Name	MarketSense
Team ID	B98P4678W9
Entity Type	Company / Organization
Phone	
Address	7020 High Grove Blvd Burr Ridge, Illinois 60527 United States
Expiration Date	July 05, 2017
Device Reset Date	July 05, 2017
Team Agent	<a href="#">Jason Skuby</a>
Your Role	Agent

[Need to edit this information?](#)

### Settings



## Sample Video Portfolio:

### Catamaran:

<https://www.youtube.com/watch?v=ubT9OqWeZVY&>

<https://www.youtube.com/watch?v=qa1x4QCuHOs>

### Awards:

2013

MediaPost Appy Awards  
Best Reference App (finalist)  
NGC  
NGC Coin Details

2013

BMA B2 Awards  
Best of Category  
Mobile/Smartphone App  
NGC  
NGC Coin Details

2010

The 27th Annual BMA Tower  
Awards  
Gold  
Computer-based presentations  
Cision

2012

The 29th Annual BMA Tower  
Awards  
Gold  
Motion Graphics  
JMC Steel Group  
Brand Video

The 29th Annual BMA Tower  
Awards  
Silver  
Motion Graphics  
vAuto  
vAuto Provision Video

2013

BMA B2  
Award of Excellence  
Video Production, Under 5 Minutes

Catamaran

2014

BMA B2  
Award of Excellence  
Video Production, Under 5:00  
vAuto  
vAuto Conquest Branding Video

Summit Marketing Effectiveness  
Award  
Video  
VinSolutions  
VinSolutions Brand Video

BMA B2

Award of Excellence  
Video Production, Under 5:00  
Catamaran  
Catamaran Mobile App Video

BMA B2

Award of Excellence  
Video Production, Over 5:00  
Catamaran  
Catamaran PBM 20/20 Video

2015

BMA B2  
Award of Excellence  
Video Production, Under 5:00  
Catamaran  
Catamaran Wearable Technology  
Video

### **Main Scope with acceptance criteria and assumptions**

<b><u>Short Name</u></b>	<b><u>User Story</u></b>	<b><u>Acceptance criteria</u></b>	<b><u>Assumptions</u></b>
Permanent Closed Captions	As a user, I want to see closed captions for the video portions of the game, so that even if I'm hearing impaired I can understand the action.		Burned in the video
Credits and references	As a user, I want to see credits and references within the game so that I can check whether the information in the game is sound.	# User can access the credits from the main screen. # Credits screen includes references, grouped by scenario.	Purely textual.
Enforced scenario order	As a user, I can only pick scenarios in a sequential order, so that I can learn incrementally as I progress through the game.	# User can only pick the first scenario initially. # User can only pick scenarios after the previous scenario has been completed.	
Scenario text introduction and outro	As a user, I want to see a text narrative that prepares me for the scenario ahead or summarizes the scenario that was just completed, so that I know what to expect and have another chance to review.		
Scenario feedback	As a user, I want to give feedback on how effective the scenario was in teaching me the topic that was covered in the scenario so that SIMnext can use my feedback to improve the game.		
Scenario audio narration	As the client, I want the game to be ADA compliant based on specifications I have set so that I meet accessibility requirements.		

Logout	As a user, I want to be able to log out of the game, so that my identity and scores are not comingled with other users.		
Auto logout	As a user, I want the game to log me out of the game if I haven't interacted with it in a while, so that if I forget to logout my test history will not be comingled with others.		
Login	As a user, I want to be able to login to the game so that all of my scores are correctly associated with me.	# User can enter their unique ID when the game loads. # User is not prevented from playing the game if they use an invalid ID. # All activity user performs is associated with their ID.	No password for users.
Terms of use agreement	As a software provider, I want to have legal disclaimers so that users understand that my liability is limited.	# User can see the disclaimers on their first login. # After the user has accepted the disclaimer, enqueue a notification that the user has read and accepted it.	
Scenario selection	As a user, I want to be able to select the scenario I would like to start so that I can repeat scenarios and feel as though I'm controlling my progress through the game .	# User can see all four scenario modules available. # User can start a scenario module by clicking on it	
Scenario repeat	As a user, I want to repeat an already-viewed scenario so that I can retry if I have failed it or would like to review the content.	# User should always be able to replay completed scenarios from the scenario selection screen.	

Track overall game progress	As a user, I want to identify the scenarios that I have finished or are in progress so that I can gauge my progress and continue my training.	# See “In Progress” badge across scenarios that have been started, and “Continue” option is shown. # See “Completed” badge across scenarios that have been completed. # Green Completed badge, if successfully completed, and “Try Again” option is shown. # Red Completed badge, if the score was too low, and “Try Again” option is shown.	
Score summary	As a user, I want to see a summary of my scores at the end of each scenario, so that I can gauge my understanding of the material.	# User can see a summary of the correct/incorrect answers for that scenario.	
In-scenario progress indicator	As a user, I want to see a performance indicator, so I know immediately when I have made a mistake.	# User can see a performance indicator meter as they play a scenario # Correct answers move the meter in a positive direction. # Incorrect answers move the meter in a negative direction.	
Answer video response	As a user, I want to see a video response to my action, so that I can see the effects of a decision I just made and learn from it.	# Video plays when a selection has been made (if script requires it).	
Question presentation	As a user, I will answer multiple choice questions throughout each scenario, so that I prove that I know the correct actions to take, given the scenario.	# User can see a multiple choice question with four answer choices. # If the user selects a correct answer, the scenario continues. # If the user selects a wrong answer, the question is asked again but the incorrect selection is removed, this cycle is repeated till only the correct answer is left. # All answers that the user chose are saved to be synced.	Text is provided by the client.



		# User sees a message that varies based on answer choice. # Score is updated. # If the user has made an initial incorrect choice, the user does not score a point. # At least four multiple choice questions are asked in each scenario. # Smaller/minor questions may be asked over the four required MCQ's in the scenario.	
Sync test results to the server	As a software provider, I want to integrate with the existing Health Scholar database so that users that are playing the game can have their scores viewed by the administrator.	# The user's scores and progress are sent to the Health Scholars database. # Process runs in the background when there is an active WiFi connection.	
Question video intro	As a user, I want to see a video introduction leading to a question so that I am immersed in the situation – Includes video player functionality implementation.	# User can see a video before a question # User can pause and resume videos. # User can restart a video from the beginning.	First story where video is played
Extra credit still image hotspot	As a user, I want to earn extra credit if I find a hotspot on a still image, so I can prove that I have environmental awareness.	# User can click on hotspots in a still image. # If the correct hotspot is clicked, user is rewarded with extra credit points.	Hotspots are dynamically added to scene
In app saved profile / games	As a user, I would like my progress to be saved on the device so that even if I don't sync due to internet connectivity issues, I don't lost my progress.	As a user, I would like my progress to be saved on the device so that even if I don't sync due to internet connectivity issues, I don't lost my progress.	
Setup developer environment	Setup developer environment		QA, Dev * 2, Mac and Windows

Work with vendor to set up test API	Work with vendor to set up test API		
Installer	Installer		Cross platform
Offline login limits	As the client, I want to limit the number of users that can log in without internet connectivity	# User cannot log in after X users have logged in without an internet connection # This count resets when the app syncs with the server	Save / load to / from file system

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