Rooted in Richmond: Self-guided Tour & App Web Development / Design

City of Richmond

PROPOSAL
PROPOSAL
PROPOSAL

by action tour guide
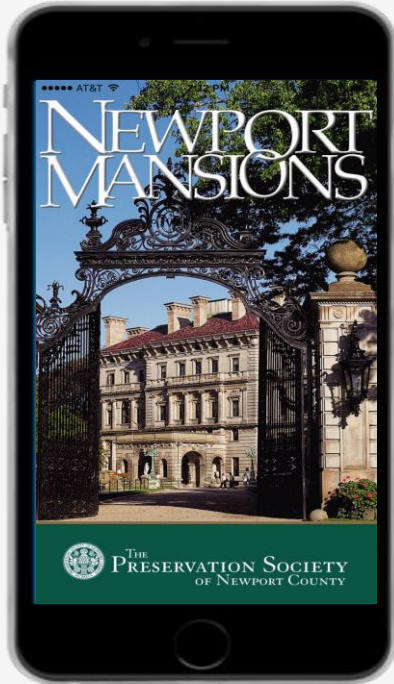
5
Historic Mansions

1,500
Devices replaced

1+ Million
Visitations per year

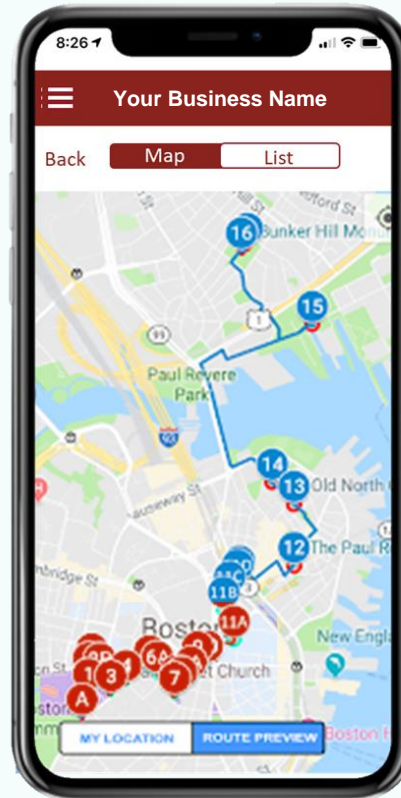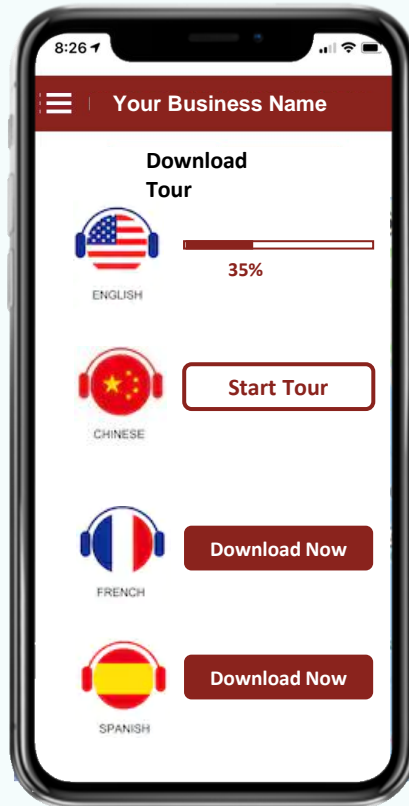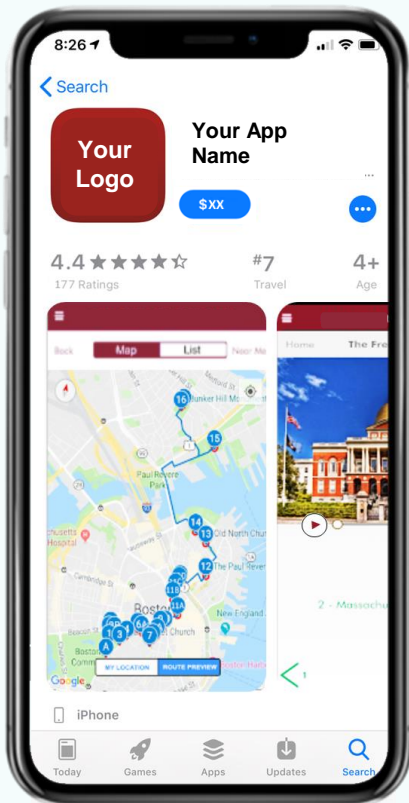**LAUREL AWARD** for Exceptional Contribution in GPS based Audio Tour Tech.
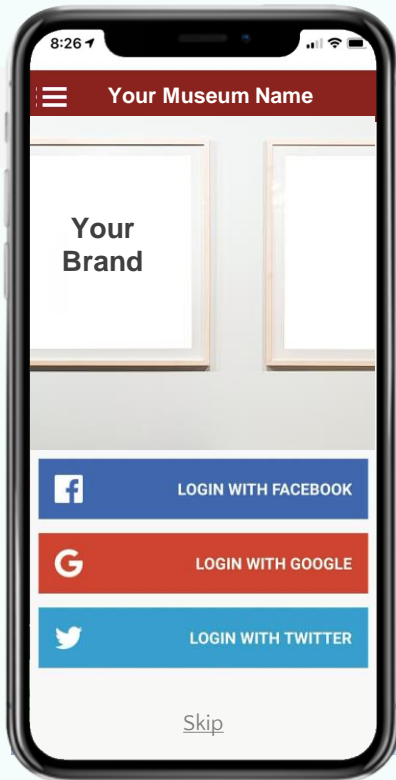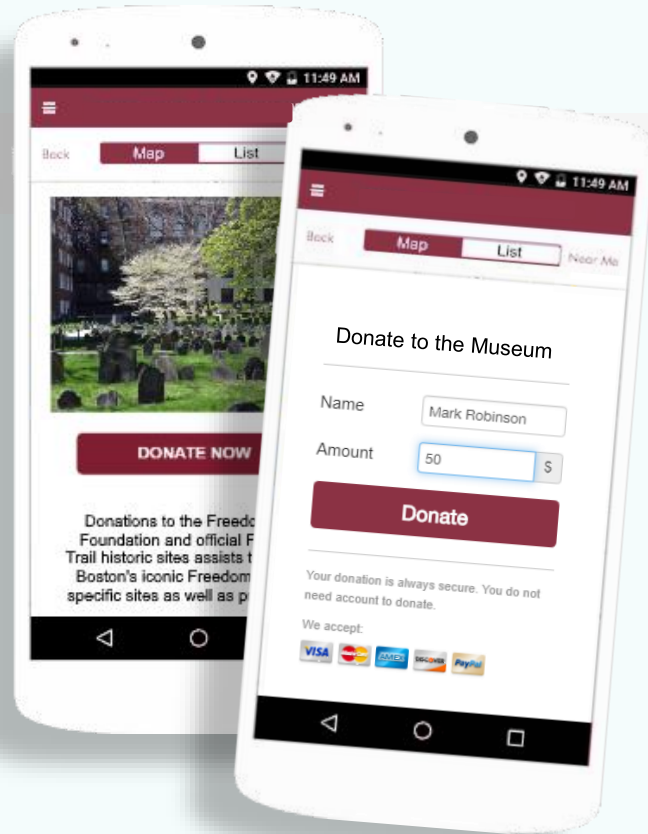

85+ TOUR APPS GLOBALLY

PRODUCT OFFERING : White label app with your logo, curated/approved by you with support for multiple languages
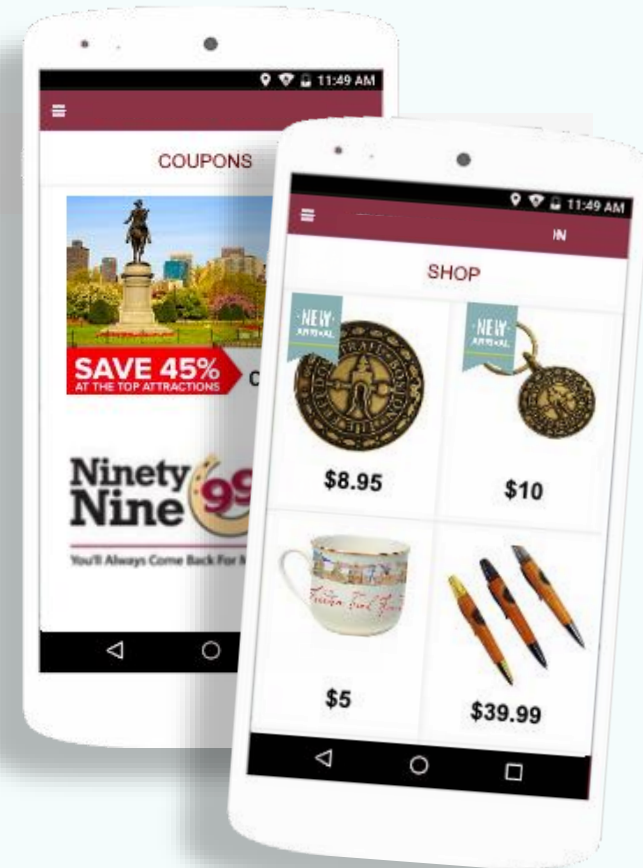
PRODUCT OFFERING : White label app with your logo, curated/approved by you with support for multiple languages

User Registration
Collect visitor profile

Donate Now!
within the App

Store & Coupons

PRODUCT OFFERING : *APP HIGHLIGHTS*

Custom branded app

Include custom graphics and color to match branding. Visitors download your app onto their own phones from the Apple/Google store.

Offline self-guided tour

No data, cellular or even wireless network connection needed while taking the tour. Download over Wi-Fi/Data Network before your tour.

Plays audio automatically

The app knows where you are and which direction you are heading, and plays audio automatically about the things you are seeing, plus stories and tips and advice. Simply follow the GPS map & the routing line.

PRODUCT OFFERING : *APP HIGHLIGHTS*

Instant tour updates*

Edit your tour and stops whenever you need to. Make changes to content anytime through the our back-end and updates will be pushed to the app instantly.

Multiple languages

Foreign language visitors want and expect tours in their native language. Now offer multi-language interface and content in the app.

Detailed analytics

App usage analytics reports showing user location traffic and click behavior.

* The tour changes are published via the CMS to the live app only by our staff after a thorough quality check...even for the smallest changes, to prevent app rejection by the app store and for any copy-right violations.
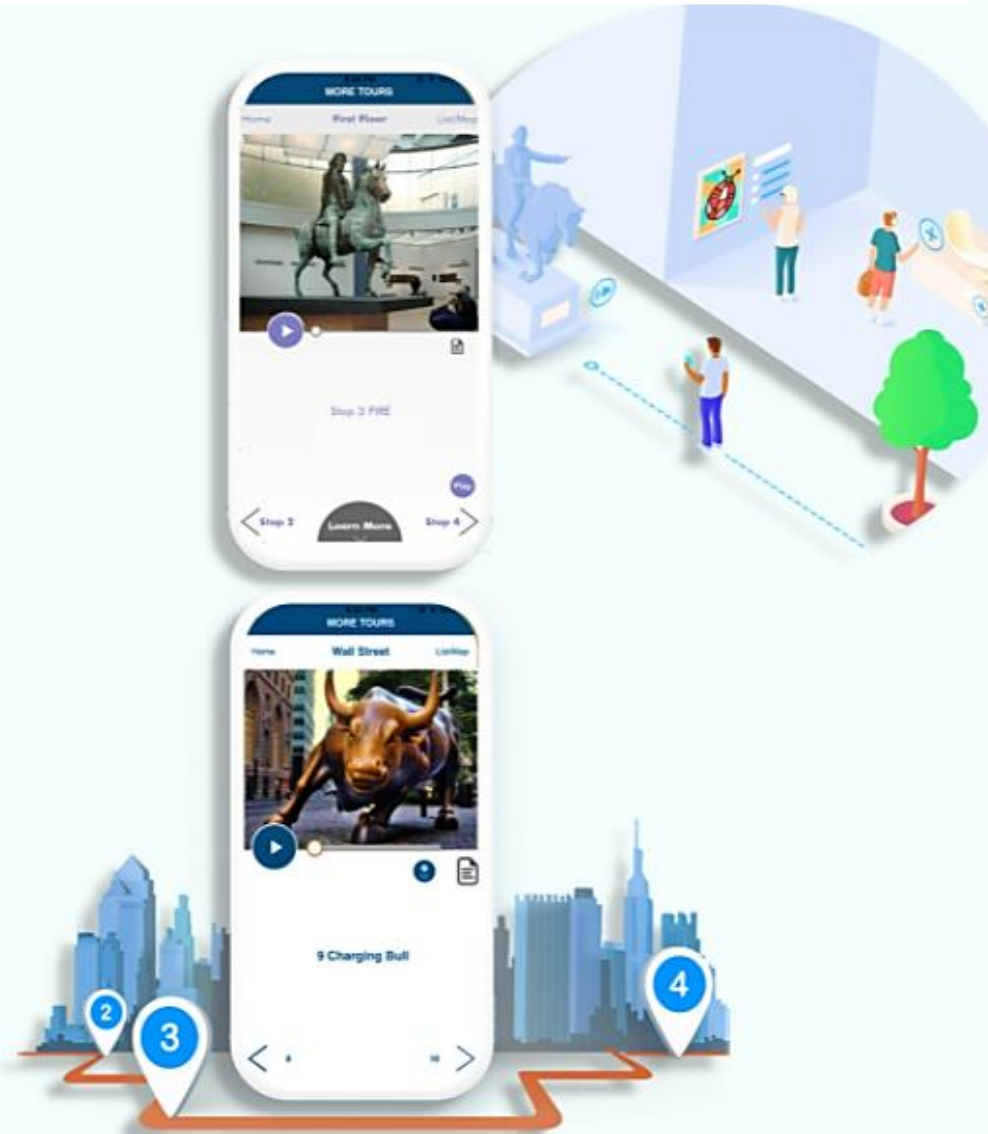
PRODUCT OFFERING : *TOUR CMS*

*Our program uses a web content management system, enabling clients to create, manage and publish content for the apps, adding value to their visitors' experience. You don't need to know any computer programming; we've done it all for you! Simply plot the tour route on the map, add the stops, for*each stop, add its text, pictures, audios & videos. Before going live and publishing your changes, our in-house team will do a quality audit to prevent app rejection by the app store and for any copy-right violations.*
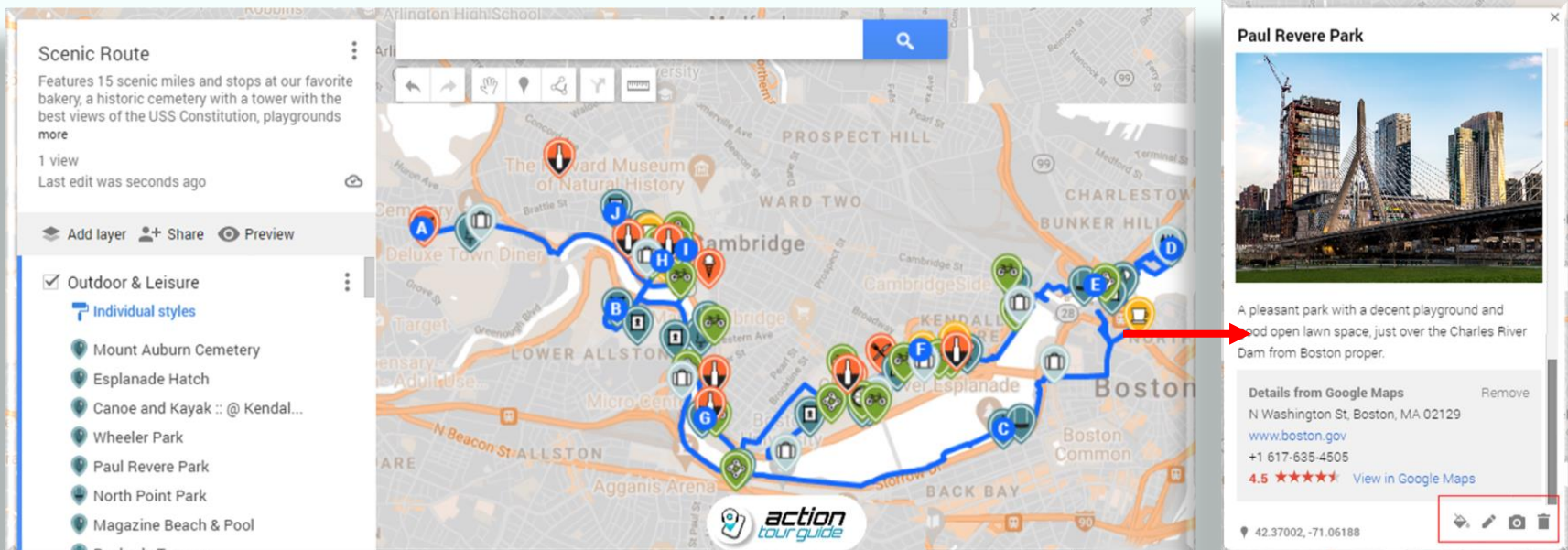
PRODUCT OFFERING : *APP TECHNOLOGY – Apple, Android and Web apps.*

Our promise: To build world–class, award–winning apps for you.

Our process:

1
STRATEGY & TECH ROADMAP
Helping to create technology roadmaps and identify Minimum Viable Products (MVP) features.

2
WIREFRAMING & USER EXPERIENCE
Draw effective use case wireframes, user testing and create intuitive user interfaces.

3
MOBILE APP DEVELOPMENT & TESTING
Full stack agile development delivering world class apps. Robust testing with manual and automation tools.

4
DEPLOY & MAINTAIN
Deploy using latest cloud and DevOps methodologies to support highly scalable environments.

Our Guarantee:

Best price

Certified Agile Fast Development

14 yrs IOS+Android & 30+ yrs Web & Cloud Development Experience

End–to–end support

PRODUCT OFFERING : *TOUR CMS (Back-end)*

Our program uses a web content management system, enabling clients to create, manage and publish content for the apps, adding value to their visitors' experience. You don't need to know any computer programming; we've done it all for you! Simply plot the tour route on the map, add the stops, for*each stop, add its text, pictures, audios & videos. Before going live and publishing your changes, our in-house team will do a quality audit to prevent app rejection by the app store and for any copy-right violations.

PRODUCT OFFERING : *CUSTOMER FEEDBACK FROM THE APP*
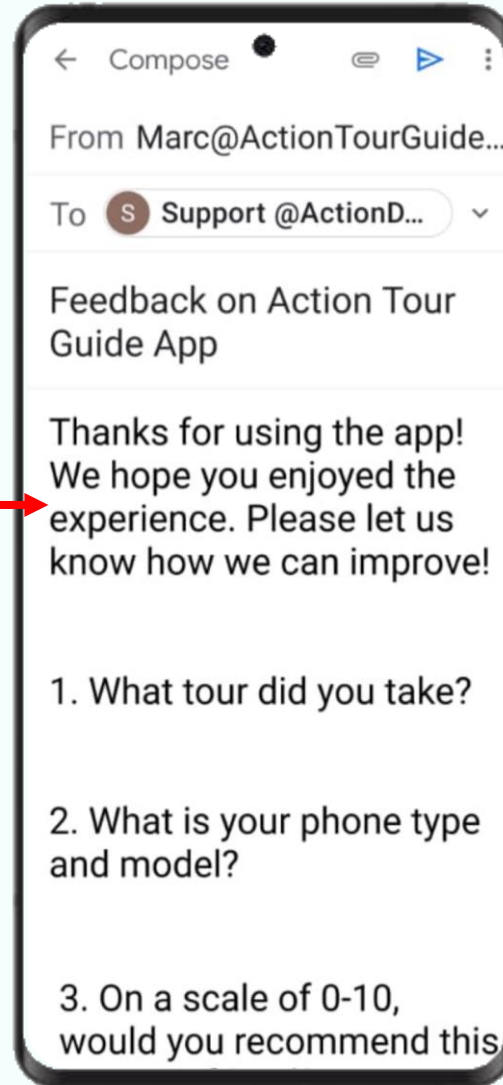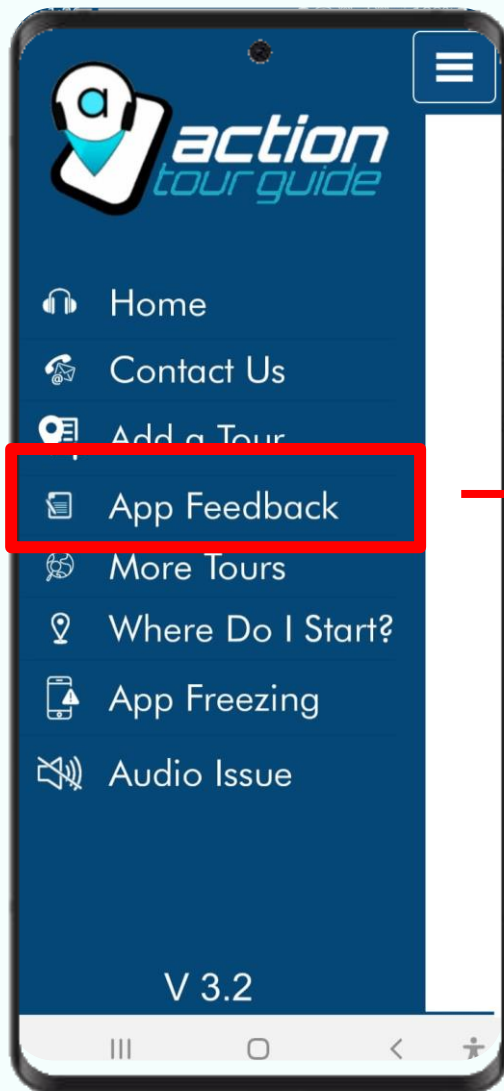
Feedback tool for app users to submit suggestions for future tours or sites that they would like to see featured on the app.

The form email address, subject line, email body and questions can be modified via our interface.

APP ANALYTICS : Understand user behavior and view live usage data with real-time reporting

APP ANALYTICS : contd….

All Time ?

40,616	24,146	$3,772	12,238
App Store Views	App Units	Sales	Sessions
			Opt-in Only

‹ 🔲 Last 30 Days

6,892
App Store Views ▲ 39%

4,156
App Units ▲ 27%

521
In-App Purchases ▲ 85%

14 (Daily Average)
Paying Users ▲ 75%

$838
Sales ▲ 56%

3,395
Sessions ▲ 88%
Opt-in Only

1,316
Active Devices ▲ 78%
Opt-in Only

2
Crashes ▲ 100%
Opt-in Only

WHAT YOU GET?

YOUR OWN CUSTOM BRANDED APP

Visitors download your app onto their own phones from the Apple/Google store. The tours work offline without Wi-Fi, data, or cell signal.
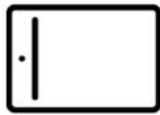
UPGRADE YOUR PLAYERS WITH OUR ANDROID TABLETS

Replace your obsolete and clunky audio players today, with modern, fully-warranted tablets and your own mobile apps on the app stores in just a few weeks.

(Optional): Not included in this costing

OFFLINE SELF-GUIDED AUDIO TOUR

Visitors open the app and choose tour and language. At each stop, they can listen to a narration, view images, read text, and share on social media.

STRUCTURED CONTENT

If there is additional content for a stop, visitors can click on the "Learn More" button to access sub-stops. Each sub-stop has audio, images, and text, just like the main stops.

NAVIGATION HELP

Visitors can click on the "Map" button to access a floor map, with stop-by-stop navigation. They can use the "List View" to jump to stops that interest them.

NEW REVENUE FROM THE APP/TABLETS

Visitors can use the app to purchase tickets, upgrade to membership, buy gift store items, or donate and view promotions from sponsors.

BENEFITS

REDUCE DEPENDANCE ON GUIDES AND VOLUNTEERS

With an app, you won't be constricted by tour guide and volunteer schedules - you can offer tours during all hours. Plus, you won't ever have to worry about a bad guide again - the app will be like your BEST guide being offered to ALL visitors ALL the time.

INCREASE YOUR FOOTPRINT

Your app will be listed on the Apple & Android App Stores, allowing visitors to search for your tickets and tours easily. We're pros at App Store marketing and optimization. This will help you attract new visitors - ones who would otherwise not have planned to visit.

SIGNIFICANTLY IMPROVE TRIPADVISOR REVIEWS AND RATINGS

The apps we design consistently receive rave reviews, right off the bat. You'll get hundreds of glowing reviews on TripAdvisor, Facebook, and other platforms! You'll start seeing the "wow" effect of your new guide on guests from day one.

VISITORS TAKE YOUR STORY HOME

Awesome images not just what you see but also historical, interiors, events, and more. Substops for more details about stories. Share the story and memories stay with you forever to share with friends.

OFFER AN ONLINE BOOKING SERVICE

People book everything online these days - hotels, cars, show tickets, and more. Why not your tickets too? By offering an online booking service, you give guests the opportunity to purchase your tickets quickly and seamlessly.

GATHER VISITOR PROFILES AND EMAILS

With the app as a guide, you can know more about each visitor - their profile (name, age, location) and contact (email, number, and more). You can use this data to better understand visitor trends, preferences, and experience. Plus, you get more emails for your newsletters!

GET DIRECT FEEDBACK FROM YOUR VISITORS

Our app will allow visitors to give you direct feedback. You'll hear about their good experience and their bad ones immediately. This gives you the flexibility to respond quickly, update your staff on any issues, and avoid unnecessary issues.

DON'T BE LEFT BEHIND

If your competitors offer an app service, you don't want to be left behind and grant them exclusivity in the mobile market. Not providing a mobile experience today is the equivalent of not having a website in the past!

RESPONSIBILITIES:

Action Tour Guide's responsibilities:

- Create Apple. Android and Web (Mobile optimized & Desktop) Apps.
- Provide access to Action's Tour CMS (back-end) with proper training.
- Help with auditing and publishing Tour content
- Help with App Testing (indoor using simulated GPS environment)
- Load Apps to the Apple/Android stores
- Host tour data on the cloud.
- Assign Implementation & Support Project Managers (5+ years experience) and dedicate team of Developers, Testers UX designers, and Technical support engineer with on-call and email support.
- Support and maintenance for all changes to the stops, route, new contents, corrections, etc. on an ongoing basis.
- Setup weekly meetings with Client stakeholder during Implementation phase.
- Visit Richmond for testing (travel related costs will be charged at actuals).

PRICING

All–inclusive for 1st year (contract signing) + 2nd & 3rd year (maintenance) = $15,000

Payment Schedule:

- 50% on contract signing.

- 25% on the first app approval by Apple/Google.

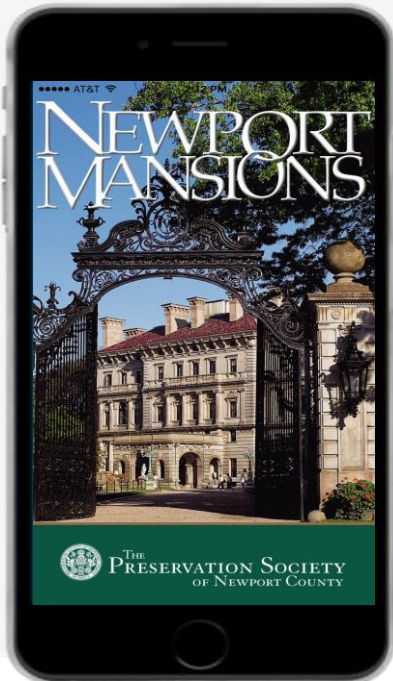- 25% start of 2nd year from contract signing date.

Contract Duration: Valid for 3 years..

SUCCESS STORY 1 :
NEWPORT MANSIONS (AUDIO GUIDE APP – 4.8 ★ /2500 reviews)

Action Tour Guide partnered with Newport Mansions to replace their dated audio guide players with Kindle Tablets inbuilt with just their Mansion App. The beautiful Audio-Visual Tour Guides for the Mansions are also available on the Android and Apple Stores.

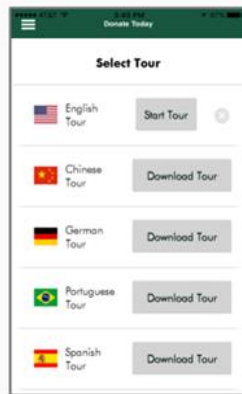## 1 Million
Visitations per year
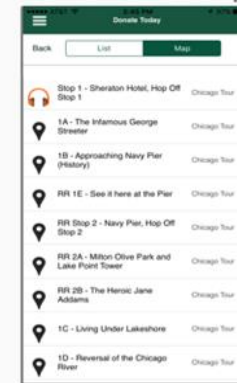
Mobile App: Newport Mansions Sample

Menu: Website, Share, Help pages

Home: Select tour and language

Design specs:
Fully customizable

List View:
Option to follow
nonlinear tour path

Map View:
Wifi-free wayfinding
and directions

White-labelled
and branded

Auto-reset
feature allows
for quick
turnaround

Image or video

Play, pause, fast
forward, rewind

Option to follow
linear tour path,
next or back

Image zoom

Read transcript,
options for ASL

Learn More sub-
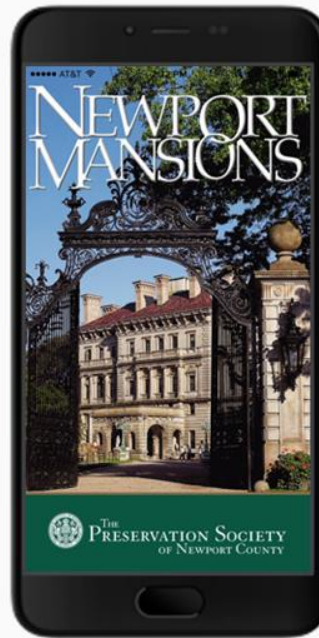stops, jump offs,
highlights,
artists, & more

Tablet Tour Guide

Device Options:

5" (phone-sized)
7" (tablet-sized)

Protective case
(can customize)

Kiosk Mode:

Totally secured,
locked-down devices.
Only allows access to
tour guide app.
Admin access for
restart & full reset.

Battery life of 17
hours, battery
% always visible
on app

Over-ear
headphones

Comfort-fit lanyard

Tablet guides:
Large (7") & Small (5")

SUCCESS STORY 2 :

FREEDOM TRAIL AUDIO GUIDE APP (# 1 on the App Stores)
Narrated walking tour of Boston's Freedom Trail, where the Revolution began!

RAVE REVIEWS
4.8 ⭐ /1200+ reviews

"This was an amazing way to walk the Freedom Trail!!! The tracking through the GPS was spot on and it was having all the information provided on all the points!!!"

"I did not know a lot about the American revolutionary war and without overwhelming me, it brought the events of the time to life for me"

"Excellent stories must buy. A nice walk and easy to follow"

SUCCESS STORY 2 :   Contd..

Learn more about the Freedom Trail App from [here.](#)

Tour Preview:- *Click on the speaker icon* 🔊 *below to listen to a stop.*

Welcome Stop

Faneuil Hall

Bunker Hill Monument

King's Chapel
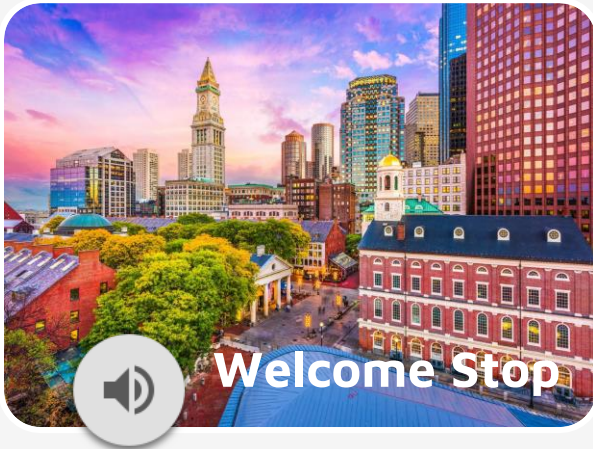
OUR SUCCESSFUL APPS: Please search for any of the below apps on the Apple or Android App stores and download to experience.

MDPL Tours Action Data Systems LL ★★★★★	**National Parks Trol** Action Data Systems LL ★★★★★	**Linden Place** Action Data Systems LL ★★★★☆	**Mount Hope Farm** Action Data Systems LL ★★★★★
Discover Cedar Po Action Data Systems LL ★★★★★ ✓	**MDPL Tours** Action Data Systems LL ★★★★★	**Mass Bay Lines** Action Data Systems LL ★★★★★ ✓	**Jamestown Ferry** Action Data Systems LL ★★★★★ ✓
Rhode Island Holo Action Data Systems LL ★★★★★ ✓	**The Wadsworth-Lo** Action Data Systems LL ★★★★★ ✓	**Herreshoff Marine** Action Data Systems LL ★★★★☆ ✓	**Farmamerica** Action Data Systems LL ★★★★☆ ✓
EagleRider Mobile Action Data Systems LL ★★★★☆ ✓	**NMAI** Action Data Systems LL ★★★★☆ ✓	**Wiscasset's MITS** Action Data Systems LL ★★★★☆ ✓	**NHTM** Action Data Systems LL ★★★★☆ ✓
Newport Mansions Action Data Systems LL ★★★★★	**Gettysburg Battle** Action Tour Guide ★★★★☆ ✓	**17 Mile Drive Audio** Action Tour Guide ★★★☆☆ ✓	**Road to Hana Maui** Action Tour Guide ★★★☆☆
Freedom Trail Bos Action Tour Guide ★★★★☆ ✓	**Hollywood Celebrit** Action Tour Guide ★★★★☆	**Grand Canyon NP** Action Tour Guide ★★★★☆	**Kauai Hawaii Audio** Action Tour Guide
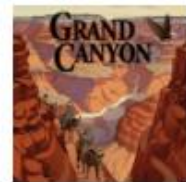
OUR SUCCESSFUL APPS: ...contd.

App	Publisher
Florida Key West Au...	Action Tour Guide
Chichen Itza Tour G...	Action Tour Guide
Tulum Ruins Tour G...	Action Tour Guide
Great Smoky Moun...	Action Tour Guide
Arches National Pa...	Action Tour Guide
Washington DC Mo...	Action Tour Guide
Oahu Grand Circle...	Action Tour Guide
Joshua Tree NP GP...	Action Tour Guide
Newport Cliff Walk...	Action Tour Guide
San Francisco Audi...	Action Tour Guide
Central Park NYC A...	Action Tour Guide
Big Island Hawaii A...	Action Tour Guide
Capitol Reef Audio...	Action Tour Guide
Palitana Shatrunja...	Action Tour Guide
Little India Guide: S...	Action Tour Guide
Rocky Mountain To...	Action Tour Guide
Golden Buddha Au...	Action Tour Guide
Wat Arun Bangkok...	Action Tour Guide
Valley Forge Audio...	Action Tour Guide
Baltimore Maryland...	Action Tour Guide
Acadia National Pa...	Action Tour Guide
Plymouth Mayflowe...	Action Tour Guide
Colonial Williamsbu...	Action Tour Guide
Chicago Riverwalk...	Action Tour Guide
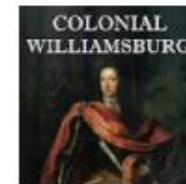
OUR SUCCESSFUL APPS: ...contd.

OUR SUCCESSFUL APPS: ...contd.

Statue of Liberty A
Action Tour Guide
★ ★ ★ ★

Brooklyn Bridge NY
Action Tour Guide

Grand Central Audi
Action Tour Guide

Coba Ruins Cancun
Action Tour Guide
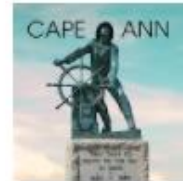
Scenic Cape Ann G
Action Tour Guide

NYC Manhattan A
Action Tour Guide

Big Sur GPS Audio
Action Tour Guide

Newport RI Scenic
Action Tour Guide

Boston Harborwalk
Action Tour Guide
★ ★ ★ ★ ★

Harvard Campus C
Action Tour Guide

Ek Balam Tour Guid
Action Tour Guide

Wat Pho Reclining
Action Tour Guide

Masada Tour Guide
Action Tour Guide

Grand Palace Bang
Action Tour Guide

PROJECT TEAM PROFILES

Ushma Shah (Program Manager & Point of Escalation):
- 10+ Yrs. experience in IT and Finance.
- Bachelors in Economics from UPENN
- Employed with Action for last 6 years.
- [LinkedIn Profile](#)

Daniyal Syed (Project Manager):
- 10+ Yrs. experience in IT
- Holds a degree in Electronics Engineering.
- Employed with Action for last 7 years.
- Has successfully led and managed 60+ App roll outs...including for Newport Mansions, Cedar Point, Mass Bay Lines, Eagle Rider and more
- [LinkedIn Profile](#)

Alec Stein (IOS and Android Developer):
- 11+ Yrs. experience in Software Development.
- Degree in Mechanical Engineering
- Employed with Action for last 4.5+ years.
- Hands-on IOS and Android development for last 10 years
- [LinkedIn Profile](#)

PROJECT TEAM PROFILES

Kathy Brown (Web and App Developer):
- 7 Yrs. experience in Web and App development.
- Degree in Computer Science.
- Employed with Action for last 7 years.
- [LinkedIn Profile](#)

Marc Robinson (Support Head & Business Administration):
- 8+ Yrs. experience in ITES.
- Employed with Action for last 8 years.
- Is an all-rounder. Has excelled in Business Development and General Management in the past and currently managing Support for the last 4 years at Action.
- [LinkedIn Profile](#)

Snehal Shah (Project Advisor):
- 30+ Yrs. experience in IT .
- MBA from Harvard.
- Founded and employed with Action for 8+ years..
- [LinkedIn Profile](#)

Success Stories and References

GBCVB
Contact Person - Diane DiNunzio
Vice President
ddinunzio@bostonusa.com
www.bostonusa.com

Mass Bay Lines
Contact Person - Kerry Spence
kspence@massbayline.com
www.massbaylines.com/
Apps:
  Android App Link
  IOS App Link

Destinations North America
Contact Person - Ed White
www.destinationna.com
ed@destinationsna.com
Apps:
  Android App Link1
  Android App Link2

Newport Mansions
Contact - Lucy Kinsley
LKinsley@newportmansions.org
www.newportmansions.org/
Apps
  Android App Link
  IOS App Link

Chicago Trolley Tour
Contact Person - Walt Chadick
waltchadick@chicagotrolley.com
www.chicagotrolley.com
Apps:
  Android App Link
  IOS App Link

EagleRider
Contact Person - Andrew Pallotta
apallotta@eaglerider.com
https://eaglerider.com
Apps:
  Android App Link
  IOS App Link

Farmamerica
Contact Person - Jessica Rollins
jrollins@farmamerica.org
https://www.farmamerica.org/
Apps:
  Android App Link
  IOS App Link

National Museum of American Illustration
Contact Person - Lauren Scrima
lauren@americanillustration.org
https://americanillustration.org/
Apps:- Android App Link, IOS App

Success Stories and References

RIHM (Holocaust Memorial Museum)
Contact Person - Lev Poplow
levpoplow@gmail.com
http://riholocaustmemorial.org/yadvashem/the-holocaust/
Apps:-
> Android App Link
> IOS App Link

Jamestown Ferry
Contact Person- Deet Dodge
deet@conanicutmarina.com
https://www.conanicutmarina.com/
Apps: - Andriod App Link

The Wadsworth-Longfellow House (MAINE HISTORICAL SOCIETY)
Contact Person - **John Babin**
jbabin@mainehistory.org
https://www.mainehistory.org/
Apps: -
> Android App Link
> IOS App Link

Blithewold
Contact Person - Tree Callanan
tcallanan@blithewold.org
https://www.blithewold.org/hours/
Apps:-
> Android App Link
> IOS App Link

Scoot n Tour
Contact Person - Josie Sambula
jsam96@msn.com
https://scootntourcayman.com/
Apps:- Android App Link

Two Wheel Tour
Contact Person - Richard Miller
rmiller9635@gmail.com
https://twowheeltour.com/
Apps:- Android App Link

Herreshoff Marine Museum
Contact Person - Timothy Kelleher
t.kelleher@herreshoff.org
http://www.herreshoff.org/
Apps:-
> Android App Link
> IOS App Link

Success Stories and References

	Cedar Point Contact - Carson Weingart carson.weingart@cedarpoint.com https://www.cedarpoint.com/ **Apps:** IOS App | Android App
	Miami Design Preservation League Contact - Mark Gordon tours@mdpl.org mdpl.org **Apps:** IOS App | Android App
	Newport Mansions Contact - Lucy Kinsley LKinsley@newportmansions.org www.newportmansions.org/ **Apps:** IOS App | Android App

In the news!

Proud winner of
Laurel Award
for excellence in
Mobile Technology
for Museums

Laurel Award

Founders of Action Data Systems, the Shah family have been rewarded with Preservation Society's Laurel Award for Volunteerism for their generosity in creating a state-of-the-art mobile tour app for The Breakers, The Elms, Marble House, and Rosecliff. The Action Data Systems has transformed the way the Preservation Society communicates its history to the public, and in the process have created a platform that can be adopted by other museums.

Featured on FOX Providence

John Rodman (Director of Visitor Experience), Jim Donahue (Curator of Historic Landscapes) from the The Preservation Society of Newport County and Ushma Shah (co-founder Action Data Systems) featured on 'On The Rhode' show on Fox Providence, are seen giving a tour of the beautiful victorian Chateau-sur-Mer's grand garden using their new gps triggered mobile audio tour guide app from Action Data Systems.

In the news!

Featured on Thrillist

If you're looking to take a historical stroll during the holiday weekend, download the **Action Tour Guide app** for access to audio tours of Boston's Freedom Trail, Harvard Yard, and the Boston Harbor waterfront. The tours, costing around $7 each, are narrated and prepared by local guides with plenty of stories to listen to and learn from.
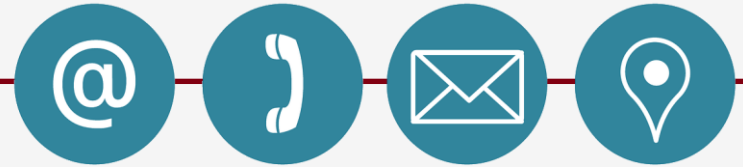

Featured on WBZ NewsTalk

Action Tour Guide's self-guided tours are featured on WBZ's Morning News hours radio show as the perfect activity for cold & wintery weekends — even during the coronavirus pandemic.

00:01   01:41

CONTACT US

Marc Robinson

Action Tour Guide

marc@actiontourguide.com

www.actiontourguide.com