

Specifications for a WIC Application for Participant Mobile Devices

Background and Overview

The purpose of this Hawaii eProcurement (HIePRO) solicitation is to acquire a mobile application that will assist WIC participants who are WIC Electronic Benefit (eWIC) cardholders with their shopping activities when selecting and purchasing food benefits issued by the Hawaii WIC Program. The purpose for the mobile application is to provide a tool to assist participants in understanding what they can purchase, where they can purchase it, and as a result, have optimal use of their WIC benefits. In addition, the mobile application shall provide WIC participants with WIC Clinic appointment reminders to ensure benefit accounts are maintained.

The Offeror shall submit a project plan and project schedule that describes how the Offeror will deliver services, based on the requirements listed below. At the time of the award, the Mobile App needs to be ready for client use.

MOBILE APP BIDDING SPECIFICATIONS

1. GENERAL REQUIREMENTS

At a minimum, the mobile application will have the following core features:

- a. The Hawaii Women Infants & Children (WIC) Services Branch requires a pre-existing customizable off the shelf Mobile App for the Hawaii WIC program.
- b. The Mobile App must be pre-existing and fully developed for **immediate use**.
- c. The Offeror shall have demonstrated successful experience in designing, developing, testing, implementing mobile applications and providing ongoing mobile application services at documented performance service level agreement for end user populations of 50,000+ families.
- d. The Mobile App shall currently be used for a minimum of five (5) years.
- e. The Mobile App shall currently be used at a minimum by six (6) other WIC agencies.
- f. The Contractor shall provide annual technical support and maintenance with their fully burdened rate.
- g. All over-the-phone technical support shall be provided to accommodate Hawaii Standard Time.
- h. The Mobile App shall be available in all common types of operating systems including, but not limited to, both the Apple IOS, and Google Android.
- i. If the Contractor fails to perform as required, the Contractor will be given thirty (30) calendar days written notice to remedy performance issues.

- j. If the Contractor fails to perform as required, the Contractor may be disqualified from participating in the solicitation or the subsequent contract that supersedes the failed contract.

2. TECHNICAL REQUIREMENTS

- a. The App shall have the ability to scan the UPC barcode of an item to see if the item is Hawaii WIC-authorized.
- b. The App shall have the capability to allow participants to view WIC benefits real-time by registering their electronic benefits transaction (EBT) card.
- c. The App shall have the ability to determine if an item is available for purchase based on the benefits balance for the month.
- d. The App shall have the ability to download and display a client's household account food package prescription by food category and subcategory, quantity allowed.
- e. The App shall be able to connect to an external WIC EBT processor system to access benefit balances for current and future months and display the cardholder's food benefit balance for current and future months.
- f. The App shall have the ability to download the APL nightly.
- g. The App shall have the ability to include and display a mobile version of the Hawaii WIC Authorized Food List (to be provided to the Contractor by the Branch in a pdf file format after contract award) which can be updated and changed upon request by the Branch.
- h. The App shall provide recipes and tips using food from the Hawaii WIC Authorized Food List and can be expanded with additional recipes from Hawaii WIC.
- i. The App shall provide a Help feature that can display content related to frequently asked questions about how to use their eWIC card, including how to change their PIN, and what to do if their card is lost or stolen.
- j. The App shall have the capability to send out updates, announcements, and appointment reminders.
- k. The App shall provide access to money-saving shopping tips and conversion charts (for example, 0.25 gallon of milk = 1 quart of milk).
- l. The App shall have the ability to calculate benefit balance, including help to calculate how many boxes of cereal can be purchased based on their balance.
- m. The App shall have the ability to calculate produce benefits balance based on item price per pound and the weight of the selected item.
- n. The App shall have the ability to provide messaging such as help to identify least expensive brand and alerts those benefits are approaching expiration.

- o. The App shall provide a searchable list of authorized vendors including name, GIS location, phone number, and store hours, and that indicates which are eWIC enabled and which are not. This can be updated as needed upon request by the Branch.
- p. The App shall provide a searchable list of WIC clinics including name, GIS location, phone number, and operating hours. This can be updated as needed upon request by the Branch.
- q. The App shall provide a form WIC participants and WIC staff can complete to report possible missing products (or products that should be included) from the Approved Product List. This form shall have the capability to automatically be submitted to the Hawaii WIC APL manager via email for review.
- r. The App shall have the ability to support the use of translations into different languages (text to be provided by the Branch).
- s. The App shall provide a customized Hawaii WIC Help/FAQ feature to assist participants with common issues and concerns including, but not limited to, how to use their eWIC card, tips when redeeming their benefits, and updates.
- t. The Offeror shall have the capability to provide reports on mobile application performance and usage metrics, including the number of registered families and the number of families that shop each month.
- u. The App shall be programmed to follow Hawaii Standard Time (HST).

3. INVOICING PROCEDURES

The Awarded CONTRACTOR shall be equipped to submit monthly invoices, for the duration of the contract period.

4. FORM OF PAYMENT

The Awarded CONTRACTOR shall be equipped to accept credit card as form of payment. Payments will be rendered on a monthly basis upon submission of a monthly invoice.

5. TIME OF PERFORMANCE

The contract period for the execution of a purchase order is from October 1, 2024, through September 30, 2025, with the option to extend additional two (2), twelve (12) month periods.