

## **Q&A for Mobile App RFI**

### **Q: Can we be added to the bidder list for the mobile app procurement?**

A: Yes. If KTA releases an RFP for a new mobile app, we would be happy to send you additional information at that time. KTA plans to send notification of an RFP release to all respondents of the mobile app RFI. Please provide your name and email address for our records. RFP releases will also be published on KTA's web site.

### **Q: Can you please tell me if you all have a proposed budget in mind for this project?**

A: KTA does not yet have a budget in mind for mobile app development. Through this RFI we are seeking information to assist us in making decisions with the direction of a mobile app, which will help inform the budget we ultimately set for the mobile app design and development.

### **Q: Is there an anticipated timeline for when the project would start with the selected vendor?**

A: At this point, KTA is only looking for information; the timeline for design and development of the mobile app is not yet established and will be dependent on the direction KTA chooses to go after reviewing mobile app RFI input. Information is due by May 19, 2021 by 3 pm CST.

### **Q: Do you have a strong preference for either custom development or SaaS (Software as a Service)/COTS (Commercial off the Shelf) products?**

A: KTA is looking for information to help make informed decisions about design and development of its next generation mobile app. We anticipate custom development would be necessary for integration with KTA's custom-developed systems. At this time we are open to information on the full range of capabilities and product options available for mobile app development.

### **Q: Can additional information on the systems that will integrate with the app be provided (i.e., what payment provider, CRM, etc.)?**

A: Additional information will be provided on KTA's custom-developed systems if an RFP is issued.

### **Q: Will the app be used for any kind of reporting (i.e., driver information, time of use, monthly or yearly toll payments)?**

A: KTA's current mobile app is used for K-TAG account management. At this time, we anticipate wanting to continue offering customers the ability to manage their account. We would want back-end or administrative reporting to understand how customers use the mobile app. KTA is open to receiving information on best practices and features that would provide KTA and customers value through its next generation mobile app.

### **Q: Is KTA open to a joint-partnership on this project?**

A: At this point, KTA is only looking for information. However, we are comfortable working with contractor and sub-contractors on projects. Understanding how a joint-partnership would work

and what pieces of the mobile app would need to be sub-contracted is something KTA is interested in learning about through this RFI process.

**Q: What business problem are you trying to solve with the new mobile app, beyond a better overall customer experience?**

A: KTA has a small customer service team and a growing customer base. KTA wants to provide customers with easy-to-use tools for account management and provide other features and information related to our roadway.

**Q: Do you have tech capabilities in-house? If so, what are those capabilities and the tech stacks that teams work on?**

A: KTA has a development team in-house that will be building KTA's new back office system. We anticipate KTA's tech team working closely with any potential mobile app development partner as the mobile app design and development is anticipated to involve customization and integration with our in-house developed systems.

**Q: What's the status of the current CRM solution? are you happy with it, or are there areas of opportunity for improvement there? Is it well documented? are there exposed APIs? are there any plans to extend or replace the CRM?**

A: KTA's CRM has been developed in-house and is being rebuilt in-house as part of KTA's ongoing conversion to cashless tolling. We anticipate KTA's tech team working closely with any potential mobile app development partner to ensure the CRM and mobile app works together to meet KTA and customer needs and we are open to receiving information on best practices and features mobile app development partners would recommend.

**Q: What is the billing system that is currently in place? Does it have APIs and documentation?**

A: KTA's billing system has been developed in-house and is being rebuilt as part of KTA's ongoing conversion to cashless tolling. Should an RFP be issued, additional information about APIs and documentation will be provided.

**Q: Can we assume this system will remain in the mix moving forward?**

A: KTA's back office system has been developed in-house and will be rebuilt as part of KTA's conversion to cashless tolling.

**Q: What are the challenges you are facing with the existing payment platform?**

A: The existing mobile application was not designed or customized for tolling, nor specifically for KTA. KTA is seeking information about customizable design and/or development of mobile applications that act as interfaces to an in-house developed back office system as described in the RFI.

**Q: Does KTA have a Design System in place?**

A: No. KTA has a brand standards document but does not utilize a design system.

**Q: Is there any functionality that you'd like to keep from the existing myKTAG app?**

A: The existing myKTAG app features basic account management functionality which KTA wishes to maintain in its next generation app.

**Q: Does KTA envision a fully outsourced model, or will it be a hybrid that includes internal staff as part of the design/development team?**

A: KTA anticipates that the app would be fully outsourced with close collaboration with KTA's technical team during development and would potentially transition to KTA for ownership and ongoing support and maintenance. The mobile app will be consuming an API that will be developed by KTA.

**Q: If a hybrid model is employed, how much internal staff would participate, and what roles might they play?**

A: KTA has a development team and is open to exploration of a hybrid model if that is a best practice or recommendation of subject matter experts in the mobile app development field.

**Q: What business metrics will be employed to measure the effectiveness of the new mobile application?**

A: KTA wishes to have reporting on features such as the number of unique users accessing their toll accounts, frequency of usage, what the users do with the mobile app (top 3-5 functions performed), and number/amount of payments made through the app. More metrics may be determined by information gathered from this RFI and we are open to recommendations that would add value for KTA.

**Q: Will this project be linked to the KTA RTCS initiative?**

A: KTA is seeking additional information about mobile applications to make decisions on its next generation app to provide our customers value today and in the future once we have converted to cashless tolling. No decisions on whether or how the mobile app might interact with the new Roadside Toll Collection System for cashless tolling has been determined.

**Q: Will the KTA MADD project be tied to the KTA Website Usability and Design project? If so, will the mobile application design be required to follow the website UI/UX?**

A: As mentioned earlier, KTA is converting to cashless tolling. The mobile app and KTA's web sites should complement each other and support KTA's cashless tolling initiative.

**Q: Please provide any details possible about your shift in customer approach and mindset in the future?**

A: When the myKTAG app was launched, KTA had not started its conversion to cashless tolling. Since the launch, KTA has deployed video enforcement in dedicated transponder lanes, built highway speed electronic lanes, opened an all-electronic interchange in the Wichita area, and officially started the conversion to cashless tolling. With the focus on the conversion, KTA knows we must reach customers in a variety of ways. KTA is looking to identify best practices for a mobile app that would integrate with a new, yet-to-be developed back office system in ways that provide value to both KTA and its customers.

**Q: Can you please provide an overview of the existing technology stack - UI, API layer, Backend, Cloud along with the different integration touch points? Also kindly share the technical architecture diagram for reference if available.**

A: At this time, KTA is looking to identify information and best practices for a mobile app that would integrate with a new, yet-to-be developed back office system. Should an RFP be issued, this information would potentially be provided at that time for use in developing RFP responses.

**Q: Is it safe to assume that new mobile application will be supporting only English Language? If there is any additional language support is required, can you provide details on the same?**

A: The majority of KTA's customers are English speaking but KTA is looking to identify best practices and meet the needs of all customers in the future and have no barriers to usage.

**Q: We understand accessibility is considered as an important factor of the mobile solution – Kindly let us know there is any specific accessibility guidelines which need to be followed like AAA, AA etc.**

A: Accessibility is important to KTA. Level AA should be sufficient but KTA is looking to identify best practices and meet the needs of all customers in the future and have no barriers to usage.

**Q: Branding consistency ensures recognition and faster adoption through User acceptance, this also covers the look and feel part of the mobile app – Can you please confirm if KTA has an existing branding guidelines, style guide etc. available?**

A: Should KTA issue an RFP, branding guidelines would be provided at that time.

**Q: Please list the types of Testing (Functional Testing/Non-Functional Testing/Automation/APIs/Microservices/Maintenance) currently being done for mobile application? What is concurrent no. of users for which testing is expected?**

A: KTA tests in a variety of environments but is seeking to learn best practices from mobile app subject matter experts in this RFI. More details on mobile app testing requirements would be provided if an RFP is released in the future.