

Ffurflen gais ar gyfer Grant Technoleg a Chyfryngau Digidol Cymraeg Welsh-language Technology and Digital Media Grant Application Form

1: MANYLION YR YMGEISYDD APPLICANT DETAILS

1.1 Teitl y prosiect Project Title	Arwain
1.2 Cyfanswm y grant y gwneir cais i Lywodraeth Cymru amdano Total Welsh Government grant sought	£32,550
1.3 Enw'r sefydliad Name of organisation	Tradebox Media LTD
1.4 Enw'r prif gyswllt a'i rôl yn y sefydliad Name of main contact and role within the organisation	Stephen Milburn Founder & Managing Director
1.5 Cyfeiriad a chod post Address including postcode	St Line House, Mount Stuart Square, Cardiff, CF10 5LR
1.6 Ffôn Tel no	0845 4671077 / 0774 [REDACTED]
1.7 E-bost E-mail	stephen@tradeboxmedia.com
1.8 Gwefan Website	http://tradeboxmedia.com
1.9 Math o sefydliad Type of organisation (cyhoeddus, preifat neu trydydd sector) (public, private or third sector)	Private Company incorporated in England & Wales
1.10 Rhif cofrestredig y cwmni neu elusen Company or charity registration number (os yn berthnasol / if relevant)	09235928

2: EICH PROSIECT YOUR PROJECT

2.1 Pa fath o brosiect ydych chi'n gwneud cais am arian i'w ddatblygu?

What type of project are you applying for funding to develop?

Datblygu Ap Develop an App ☒ iOS ☒ Android ☐ WindowsMobile ☐ Arall/Other.....	Datblygu gwefan Develop a website ☐	Datblygu meddalwedd i atgyfnerthu isadeiledd Develop software to reinforce infrastructure ☐	Marchnata/Codi ymwybyddiaeth Marketing/Awareness Raising ☒
Arall/Other (disgrifiwch/ please describe) 			

Disgrifiad o'r prosiect Project description

2.2 Rhowch ddisgrifiad byr o'ch prosiect arfaethedig. Nodwch yr hyn y bwriedir cyflawni gyda'r grant, nod ac amcanion y gwaith yn ogystal â'r canlyniadau y dymunwch eu gweld. (Cyfeiriwch at y ddogfen "Asesu eich cais" er mwyn sicrhau eich bod yn cyflwyno digon o wybodaeth i'n galluogi i werthuso eich cais).

Dyma rai enghreifftiau o bethau pwysig i'w nodi:

- pa systemau gweithredu neu blatfformau y bydd eich cynnyrch yn eu defnyddio;
- sut y byddwch chi'n rhannu'r dechnoleg;
- pwy fydd yn berchen ar yr hawlfraint;
- unrhyw drydydd partïon sydd â buddiant yn neu'n berchen ar yr eiddo deallusol, neu rannau ohono;
- manylion trwyddedu;
- a ydy'r cais yn seiliedig ar dyfynbrisau gan gwmnïau allanol?
- hyd oes y cynnyrch, gyda manylion unrhyw gynllun i gynnal y gwasanaeth tu hwnt i gyfnod y grant, os yn berthnasol;
- cost eich cynnyrch i'r cyhoedd, os yn berthnasol.

Please provide a short description of your proposed project. Note what you want to do achieve with the grant, your aims and objectives, as well as the desired outcomes you'd like to see. (Please refer to the document "Assessing your application" to ensure that you provide adequate information to enable us to evaluate your application)

Examples of important information to note:

- which operating systems or platform your product will use;
- how you intend to share the technology;
- who will own the copyright;
- any third parties with an interest in or ownership of the IP, or parts of it;
- licensing details;
- have you based budget on estimates from external suppliers?
- the lifespan of the product, with details of plans to maintain the service beyond the lifespan of the grant, if applicable;
- cost to end-user, if applicable.

Wales is an increasingly attractive and popular destination for visitors from both inside the

principality and further afield. At present, there is no native application available for smartphones that offers information to visitors on our diverse regions. Further more, there is certainly no product available in Welsh.

The Welsh language can (and should be) core to a visitor's experience of their time here. Similarly, Welsh-speaking "Staycationers" should have access to travel guides in their language.

Arwain is a collection of native travel guide apps for each of Wales' unitary authorities. 22 native applications for iOS (iPhone & iPad) and Android, Arwain contains timely, accurate information for visitors including:

- Events
- Sightseeing & Activities
- Accommodation
- Food and Drink
- Local independent businesses
- Local News

Visitors can explore and discover at their own pace with interactive mapping and share their experiences thorough Facebook, Twitter & Instagram.

Arwain has a bilingual interface, allowing users to choose to receive information in either Welsh or English.

Content will initially be written and curated by Tradebox Media with further updates provided by both incumbent data feeds (already identified) and a user-generated content area where local tourism businesses and service providers can upload their own content. This UG / stakeholder content can be uploaded both in-app and from a simple web interface (to be built as part of the project).

There is no cost to the user to download Arwain and businesses and services may list their product free of charge. There are headline listing spots available within each application which make the series commercially viable (in covering the costs of package updates every two years).

Whilst Arwain will be coded from scratch, the project will use certain existing Open Source / GPL code elements and all improvements / amendments to this will be published to source. Similarly, all visual content created (and submitted) for and to Arwain will be published under a creative commons license.

We would be open to discussion about publishing the applications through a publicly controlled developer and publisher account.

In building Arwain, we'll;

- Create Place branding opportunities for Authorities that may otherwise be unable to afford or facilitate a native, bilingual tourism application.
- Allow Place administrators to communicate with previous, current and future visitors information, news and features on their destination through personalised, native Push Notifications.
- Offer the world a connected, accessible point of entry to Wales as a travel destination.

- Have an element of control of app store listings of Wales as a tourist destination.
- Offer native Welsh speakers more app products in their own language.
- Encourage tourism businesses to think of Welsh language promotional content as being an integral part of their marketing activities.

Tua 500 o eiriau / Around 500 words

2.3 Dyddiad yr allbwn cyntaf a'r olaf: (disgwylir i'r prosiect gael ei gwblhau ym mlwyddyn ariannol 2015-16 – nodwch yma os na fydd hyn yn bosibl a pham. Byddai prosiectau sy'n para tua 6 mis yn ddelfrydol).

Date of 1st and last output: (we expect the project to be completed in the 2015-16 financial year – please note here if this is not possible and why. Projects of around 6 months would be ideal).

The framework that supports all of the applications will take four months to build and test. Assuming a start date of 5 April 2015, we will publish the first four of the Arwain series on 5 August 2015. In the following six months, three titles will be released (on both platforms) with the final publication date being 5 February 2016.

Dim mwy na 200 o eiriau / No more than 200 words

2.4 Disgrifiwch y farchnad ar gyfer eich cynnyrch neu wasanaeth, ynghyd â gwybodaeth am y gynulleidfa darged, hygyrchedd y cynnyrch, a phwy fydd yn elwa ar y gwasanaeth/cynnyrch. Os yn bosibl, dylech gynnwys amcangyfrif o faint o bobl a allai/a fydd yn elwa ar y cynnyrch, ee pob cyfreithiwr/aig sy'n siarad neu'n dysgu Cymraeg, sef tua 300 o bobl.

Please describe the market for your product or service, along with information on the target audience, will the products be accessible, who will benefit from the services/products. If possible please include an estimate of how many people may/will benefit from your product e.g. every lawyer who speaks or is learning Welsh which equates to around 300 people

The Travel category continues to be one of the app stores' most popular channels and travel guides are consistently amongst the most downloaded. Over 40,000 searches are performed on Google Play every year for search terms such as "Welsh Travel", "Wales Travel Guide" and "Visit Wales" etc. At present, these searches yield either zero or irrelevant results in the app stores. Furthermore, we have detailed data on app store search terms for several of the areas that the Arwain series will cover.

Based on this data and our current download figures for our other travel products, we are able to estimate that, on average, each application in the Arwain series will be downloaded [redacted] times per year. The split across platforms (iOS Vs Android) will be in the region of 65% Vs 35%.

Based on our previous knowledge of the sector we would predict each user to access the application [redacted] and consume around [redacted] screens of content over their total usage. Average session times should average [redacted] minutes. In total, that's over [redacted] downloads a year. [redacted] users able to access Welsh content on a platform where they were previously unable to do so.

It's not only tourists who will benefit from Arwain and the platform the apps provide; Business and service providers across all of the tourism and heritage industry will be able to engage with users through uploading their content to the application through the web interface or in-app area. This will encourage business small and large to acknowledge and take advantage of the marketing opportunities that a Welsh-language digital medium can provide.

We anticipate an average of [redacted] businesses to contribute and list in each application. Content must be delivered in both Welsh and English language. Arwain offers a reach that businesses are already willing to pay for; We have commitments from [redacted] businesses to sponsored listings within the series.

The apps will be built to fully comply with all accessibility criteria.

2.5 Rhowch grynodeb o waith eich sefydliad. Cyfeiriwch at ddogfennau eraill sy'n cefnogi'ch cais lle bo'n berthnasol (gallwch ddarparu dolenni gwe i'r rhain, os ydych yn dymuno)

Please provide a summary of your organisation's work. Please refer to other documents which support your application where relevant (you can provide a web link to these, if you wish)

Tradebox Media are a full service native application development firm based in Cardiff Bay. Six full time staff led by Stephen Milburn work tirelessly to build the very best products for our clients (and ourselves). With vast experience across many areas of app development, we're dedicated to growing and keeping the very best technical and creative skills in Wales. The Arwain project will directly lead to the creation of one part-time role within Tradebox Media.

Our Experience

The Coleg Cymraeg Cenedlaethol have featured a course finder on their website for a number of years. They were looking to engage with prospective students in a new way, by developing their course finder into a bi-lingual mobile application.

We developed Chwilotydd, a cross platform, dual language application which allows students to search a continually updated database of courses offline while leaving a small data footprint. The app allows courses to be bookmarked and for direct contact to be made to the relevant university. Designed with students in mind, Chwilotydd features an engaging, intuitive user interface and high quality additional video content. The apps support both Welsh and English and are available on iOS and Android.

Forbairt Feirste, the Gaeltacht Quarter based Irish Language Development Agency, were looking for an innovative idea to boost tourism in West Belfast. The solution needed to support the installation of 25 heritage plaques while promoting Irish language and culture.

We developed an engaging and informative native iOS and Android application which utilised Augmented Reality to bring the plaques to life; each one acting as a trigger to unlock further information about the specific site. This location specific information followed a narrative, telling the historic story of the area with a uniform tone throughout all of the content

A set of Gaelic language learning audio files were created, tailored to contain a large quantity of information while being small enough to fit under the 50Mb download limit. The application also provides a guide to entertainment venues in West Belfast and allows users to share their experiences with their social networks directly from within the app.

Tripp is our in-house portfolio of travel apps for the world's greatest places. A labour of love, Trippa takes a city's best restaurants, cafes, bars, shops and nightlife and packages it up in one pretty, easy to use guide.

Now covering over thirteen destinations, the Trippa series is available on iOS and Android and has so far been enjoyed by over 100,000 travellers from all around the world (Trippa Cardiff is one of the most downloaded guides to the city!).

More information on Trippa can be found here: <http://goo.gl/xrAZoH>

Our full portfolio can be viewed here: <http://goo.gl/Oqa6Da>

References are available on request.

Our accounts can be found here: <http://goo.gl/HO2s3E>

2.6 Disgrifiwch sut y byddwch yn casglu gwybodaeth er mwyn monitro cynnydd yn erbyn eich canlyniadau a'ch targedau.

Describe how you will collect information in order to monitor progress against your outcomes and targets

The success of Arwain can be measured by some quite simple metrics:

- Volume of new content created in dual language
- Total download figures
- Session Times
- Page interaction
- Exit activity

New content will also be published under CC license outside of the application and we will monitor how regularly this is added to with monthly email reporting.

Download figures are monitored en-mass by using App Annie analytics and these figures can be published publicly on the supporting website.

Session times, page interaction and exit activity are monitored using Flurry analytics; A free-to-use software package that is integrated into each application.

There will also be a short survey presented to each contributor within the application which will be used to gain non-numerical feedback on the perceived success of the apps in increasing their interaction with visitors.

2.7 Rhowch grynodeb o'r systemau rheoli y byddwch yn eu defnyddio i reoli'r prosiect a'r gyllideb, a sicrhau ei fod yn cyrraedd ei amcanion.

Provide a summary of the management systems you will use to manage the project and the budget, and ensure that it meets its objectives.

Tradebox Media operate with an Agile project management strategy for every project. The six stages of an Agile development process will be adhered to as follows:

Analysis and Planning

The very first stage in the Arwain project will be analysis of the requirements. Whilst the majority of this work has been undertaken, on site meetings with stakeholders will be undertaken to finalise these requirements. Following our analysis, we will create a plan of action for all aspects of the project.

Design

Once the plan of action has been agreed with stakeholders, the design stage will commence.

This will include mockups and wireframes of the final application to demonstrate the look and feel of the finished product.

Development

Once the designs have been approved for all aspects of the project, development will commence to build the finished application. During the development stage of the project a report will be created every 14 days to update with our current progress. This document will be available on request.

Testing

Testing is both an inclusive part of the development process and a stage on it's own. There will be much passing back and for between the development and the testing phase.

A copy of the application will be tested in Tradebox Media's testing lab on a range of devices covering both iOS and Android.

Content Creation

Work to create initial "seed" content will take place over the course of the above activities to ensure that each application has sufficient content to launch with.

Post-launch Stakeholder Review

In October 2015, a post-launch review will take place with a selected group of stakeholders to ensure that Arwain is meeting both internal and external expectations. A report will be completed which will be available on request.

2.8 Sut clywsoch chi am y grant?

How did you hear about the grant?

Through our professional network.

3. ALLBYNNAU A CHANLYNIADAU'R PROSIECT

OUTPUTS AS A RESULT OF THE PROJECT

3.1 Sut y bydd y gweithgareddau a nodwyd yn eich cais yn cyfrannu at wireddu amcanion '[Cynllun Gweithredu Technoleg a'r Cyfryngau Digidol Cymraeg](#)'? Dewiswch y thema/themâu sy'n briodol i'r prosiect o'r rhestr isod. *Gweler atodiad 1 o'r ddogfen 'Canllawiau a meini prawf ar gyfer y cynllun grant' am wybodaeth ynghylch targedau CAMPUS.*

How will the activities set out in your application contribute to delivering the [Welsh Language, Technology and Digital Media Action Plan](#) objectives? Select the theme/themes relevant to your project from the list below. *See attachment 1 of the 'Guidance and Criteria for the Grant Scheme' document for information about SMARTobjectives.*

Thema Cynllun Gweithredu Technoleg a Chyfryngau Digidol Cymraeg Theme of the Welsh Language Technology and Digital Media Action Plan	Y canlyniadau ieithyddol yr hoffech eu sicrhau The linguistic results you would like to ensure	Targedau CAMPUS i wireddu'r canlyniadau hyn. SMART objectives to realise these results.	Pryd y byddant yn cael eu cyflawni When they will be delivered
1. Marchnata a chodi ymwybyddiaeth o'r dechnoleg a'r cynnwys digidol sydd ar gael yn y Gymraeg ar hyn o bryd; Marketing and raising awareness of the technology and digital content which is currently available in Welsh;	☐	☐	
2. Ysgogi'r prif gwmnïau technoleg i gynyddu'r ddarpariaeth a gynigir yn y Gymraeg ganddynt; Motivating the main technology companies to encourage an increase in the Welsh language provision offered by them;	☐	☐	
3. Ysgogi datblygiad pecynnau meddalwedd a gwasanaethau digidol Cymraeg newydd; Encouraging the development of new Welsh language software applications and digital services;	☐	☐	
4. Ysgogi, creu, rhannu a	☐ Arwain will be a	☐ The project is specific	☐ All works

defnyddio cynnwys digidol Cymraeg;
Stimulating the creation, sharing and consumption of Welsh language digital content;

suite of native applications available bilingually. It will increase significantly the number of applications available in Welsh in the app stores and, through interaction in inclusion with local businesses and tourism service providers, encourage the utilisation of Welsh language digital products. It is anticipated that guiding these stakeholders to contribute in both Welsh and English, a wider use (and expectation) of Welsh language content will be seen.

in that it will see the launch of applications on iOS and Android platforms. It will include at least individual listings per application and will reach, in total, users in year one.

We will measure download figures and app interaction through the use of our analytics software. These will be monitored monthly in order that insituu changes and amendments can be made.

Producing applications within a month period is a challenge but we have experience in doing just this. We'll create a content amendments. Previous experience with our Trippa series proves this is achievable.

The Arwain project will lead to the creation of one part-time role within Tradebox Media. Aside from this position (which will be funded by the WLTF grant), we have all of the

complete by 5 February 2016.

		necessary human resources and technical capacity to realistically achieve the goals set out above. As outlined in the timeframe above (and in line with our project management procedure) we have several milestones across the project. The framework that supports all of the applications will take four months to build and test. Assuming a start date of 5 April 2015, we will publish the first four of the Arwain series on 5 August 2015. In the following six months, three titles will be released (on both platforms) with the final publication date being 5 February 2016.	
5. Cefnogi arfer da yn y sector cyhoeddus, y sector preifat a'r trydydd sector. Supporting good practice in the public, private and third sectors.			

4. MANYLION AELODAU'R CONSORTIWM (PARTNER 2)

DETAILS OF MEMBERS OF THE CONSORTIUM (PARTNER 2)

Os yw'r cais yn cael ei gyflwyno gan fwy nag un sefydliad, rhowch fanylion y sefydliadau sy'n rhan o'r consortiwm isod. (Copïwch y tabl hwn fel bo angen)

If the application is being presented by more than one organisation, please provide details of the organisations that make up the consortium below. (Copy this table as needed).

4.1 Enw'r sefydliad Name of organisation	
4.2 Cyfeiriad a chod post Address including postcode	
4.3 Gwefan Website	
4.4 Enw'r swyddog cyswllt fydd yn cydlynu gwaith y prosiect ar ran y sefydliad ac E-bost Contact name for person coordinating the project work on behalf of the organisation and E-mail	
4.5 Swydd Position	
4.6 Ffôn Tel no	
4.7 E-bost E-mail	
4.8 Profiad perthnasol i'r prosiect Experience relevant to the project	

4.9. MANYLION AELODAU'R CONSORTIWM (PARTNER 3)

DETAILS OF MEMBERS OF THE CONSORTIUM (PARTNER 3)

Os yw'r cais yn cael ei gyflwyno gan fwy nag un sefydliad, rhowch fanylion y sefydliadau eraill sy'n rhan o'r consortiwm isod. (Copïwch y tabl hwn fel bo angen)

If the application is being presented by more than one organisation, please provide details of the other organisations that make up the consortium below. (Copy this table as needed).

4.10 Enw'r sefydliad Name of organisation	
4.11 Cyfeiriad a chod post Address including	

postcode	
4.12 Gwefan Website	
4.13 Enw'r swyddog cyswllt fydd yn cydlynu gwaith y prosiect ar ran y sefydliad ac E-bost Contact name for person coordinating the project work on behalf of the organisation and E-mail	
4.14 Swydd Position	
4.15 Ffôn Tel no	
4.16 E-bost E-mail	
4.17 Profiad perthnasol i'r prosiect Experience relevant to the project	