Translation App

VENDOR OPPORTUNITY PACKAGE (VOP)
Innovative GEOINT Application Provider Program (IGAPP)

WHAT IS IGAPP?
IGAPP is a brokerage program, bridging the gap between federal customers and commercial app vendors interested in using the National Geospatial-Intelligence Agency (NGA) database of geospatial information to solve problems supporting vital and fascinating missions.

App vendors are compensated through IGAPP using a market-driven compensation model. Developers provide their IGAPP apps and innovative app ideas to turn government customer needs, problems, and challenges into safe, tested apps for the GEOINT App Store. In return, IGAPP app developers will have access to NGA’s data, expertise and customers.

BACKGROUND
Federal Government users and military personnel traveling on orders or for leisure/tourism need a mobile app to assist with establishing rapport, reliable peer-to-peer communication, or simply the ability to ask for directions from members of the local community when visiting international locations where English is not the primary language spoken. This mobile app need is of particular concern for teams deployed in austere or disconnected environments, where communications can be challenged by environmental conditions, operational hazards, or locations where access to WiFi and Network resources are limited/non-existent.

APP NEED
The DoD and NGA are seeking an app that would provide members of the Federal Government a mobile app that records, translates, and removes the language barriers that exist when traveling internationally. For many Federal Government travelers, this is their first time outside the United States, and asking for directions, ordering food, or simply hailing a taxi can be overwhelming to the traveler. The DoD and NGA understand there are already more than 10 mobile apps that can provide the requested capabilities sought in this Vendor Opportunity Package; however, the finalized application must be provided by an approved IGAPP vendor who successfully completes the IGAPP security and review process(es) in order for the app to be made available for Federal Government customers from the GEOINT App Store. To date, none of the current private-sector mobile app vendors/developers have seized upon this opportunity.

MARKET
The market for this app are forward deployed personnel traveling and/or working in foreign territories who need English translation of names on buildings, street signs, written documents and directions. Potential audience size and potential growth rate: 450,000+ total users stationed homestation and abroad; however, historically, early adopters have been in the 500-1,000 range, growing to 5,000 -> 10,000, with success of the app dependent on its functionality, accuracy of data and User Experience/User Interface (UX/UI).
CUSTOMERS
Potential government users are anyone who needs to translate English into the local language they’re currently traveling, whether to ask for directions, order food, purchase good and services, etc. Users are likely to include military, diplomatic corps, humanitarian assistance, disaster response, education, and tourism.

MINIMUM FUNCTIONALITY
Record and translate verbal requests from the user, then easily provide a visual depiction of the translated request to show the individual they’re asking for help, directions, etc, as well as audio output of the translation.

CREATIVE FUNCTIONALITY
When requesting directions, the instructions provided by the individual assisting the traveler automatically provide a map display with directions, providing immediate georeferencing for the user. Additionally, the option for users to select (or app autoselects based on geolocation) region of country they’re visiting, and the translation database changes the output(s) to mirror local dialect(s).

TECHNICAL SPECIFICATIONS
Platforms – iOS phones, iOS tablets, Android phones, Android tablets
Online – Interact with web services and online sources of data
Demonstrate the ability to work in a disconnected work environment

SUCCESS FACTORS
A successful app will meet the IGAPP Test and Evaluation criteria of function and usability:
- Response time less than 3 seconds
- Pass the app code security check

As part of the program, IGAPP will collect metrics on app downloads as well as web and mobile app usage. Successful app developers will also respond to user feedback from the GEOINT App Store.

HOW TO PARTICIPATE
Register as a vendor at igapp.com, or contact us at: igapp_help@engility.com

FREQUENTLY ASKED QUESTIONS
How do I begin contributing and gain access to the data?
- Complete an IGAPP application using the link at igapp.com. Once approved, developers will receive access to relevant data as well as an App Offering form.

How am I compensated for apps that are adopted and used?
- On a per download basis at a negotiated rate. Other payment models may be available upon request.

Are apps restricted in the data they can gather from the mobile device?
- Apps may not use or store any personally identifiable information (PII) about the app user.

Where are apps available for NGA customers to download?
- All apps are hosted on NGA’s GEOINT App Store via: https://apps.nga.mil

ABOUT NGA
NGA provides timely, relevant, and accurate geospatial intelligence (GEOINT) in support of national security. NGA’s strategy takes into account NGA’s need to be agile in supporting multiple mission areas, including support to military and intelligence operations, intelligence analysis, homeland defense, and humanitarian and disaster relief, and to retain its focus on intelligence and defense priorities, including counterterrorism, counterproliferation, cyber, anti-access/area denial, and global coverage.