

**Agenda Item 1
September 7, 2016**

DATE: August 29, 2016

TO: Children and Families Commission of Orange County

FROM: Kimberly Goll, Executive Director 

ACTION: Receive presentation from the Kid Builders Mobile Application designers Nithin Jilla and Brandon Johnson

SUMMARY:

The Children and Families Commission of Orange County contracted with designers Nithin Jilla and Brandon Johnson to develop a mobile application for the Commission's Kid Builders activities that would be compatible with smart phones and tablets. Mr. Jilla and Mr. Johnson will provide a presentation and demonstration of the completed project.

DISCUSSION:

The Commission was invited to submit an application to the Orange County Department of Education (OCDE) to fund the design, development and implementation of a mobile application featuring the Kid Builders activities that were created by the Commission in 2005. The Kid Builders activities were initially available in a two volume set of three-ring binders that are no longer in print. The activities were developed as an easy way to help children grow in six areas: body, health, mind, relationship, safety and word. All of these areas are deemed important for children to be healthy and ready to succeed in school and in life.

The Kid Builders activities are organized into the six areas for five age categories: baby, one, two, three, and four/five. Each area includes 10 activities a parent or caregiver can do with their child to support growth. The activities were developed by early education experts and designed for low-or no cost implementation. The Commission continues to receive requests for the printed Kid Builders binders and have made the activities in both English and Spanish available on the Commission website in a pdf/downloadable format.

Kid Builders Mobile Application

Developing the Kid Builders activities into a free mobile application for modern Apple and Android smart phones and tablets is the next phase for the product. The OCDE granted \$15,000 for the mobile application that is expected to increase access to the activities for parents and caregivers that are on-the-go through their electronic devices. Research has shown that 64 percent of American adults own smart phones and depend on them as a primary source for internet access.

Nithin Jilla and Brandon Johnson represent SwizzMagik Software Development, LLC and are the lead developers for the mobile application. Since March 2016 SwizzMagik has worked with Commission staff to transfer the Kid Builders activities into a multi-lingual mobile application available in English, Spanish and Vietnamese. In August a pilot version of the application was tested by a select group of users which included MOMS Orange County. The recommendations from the pilot test have been incorporated and the mobile application is now available for broad distribution through the App Stores.

Distribution and Public Awareness

The Kid Builders Mobile Application is free and available for broad distribution. Information cards will be developed with instructions on how to download and use the Kid Builders app. The cards will be distributed to families with young children through the network of Commission funded programs. A press release announcing the new app will be distributed to media partners and interviews with the app developers are being scheduled. Information about the mobile application will also be shared with First 5 California and the First 5 county commissions to broaden the awareness of the app throughout the state.

The OCDE funded the design, development and implementation of the mobile application and one year of data hosting services. The on-going data hosting services are estimated at an annual cost of \$420. If the Kid Builders Mobile Application is well received, these costs will be included in the annual budget for consideration by the Commission.

STRATEGIC PLAN & FISCAL SUMMARY:

This program has been specifically reviewed in relation to the Strategic Plan and is consistent with the Early Learning goal area. There is no funding requested for this item.

PRIOR COMMISSION ACTIONS:

- March 2016 – Received \$15,000 from the Orange County Department of Education and authorized agreement with SwizzMagik, LLC to design, build and implement the Kid Builders Mobile Application.
- January 2007 – Adopted resolution authorizing to enter into an agreement with Meredith Corporation to print 60,000 sets of Kid Builders books, in both Spanish and English, for continued program implementation in the amount of \$645,600.
- December 2005 - Authorized Executive Director to execute any required documents and payment of related fees required to protect Commission Publication Rights.
- September 2005 - Received report on Kid Builders Pilot Program

RECOMMENDED ACTION:

Receive presentation from the Kid Builders Mobile Application designers Nithin Jilla and Brandon Johnson.

ATTACHMENT:

1. Kid Builders Web Mobile Application Presentation

Contact: Kelly Pijl



www.occhildrenandfamilies.com

Kid Builders Web Mobile Application

Presented By

Brandon Johnson and Nithin Jilla



SwizzMagik

Software That Matters



Children & Families
Commission of Orange County

Overview of Kid Builders

- The Kid Builders activities are an easy way to help children grow in six areas: mind, words, body, relationships, safety and health.
- The Kid Builder activities were available in a two volume set of three-ring binders that are no longer in print.
- The activities are currently available on the Commission website in a pdf/downloadable format.
- **Purpose of Project:** Develop a mobile application that can be used on modern Apple and Android Mobile Phones and Tablets to enable the user to access the content provided in the Kid Builder PDF documents



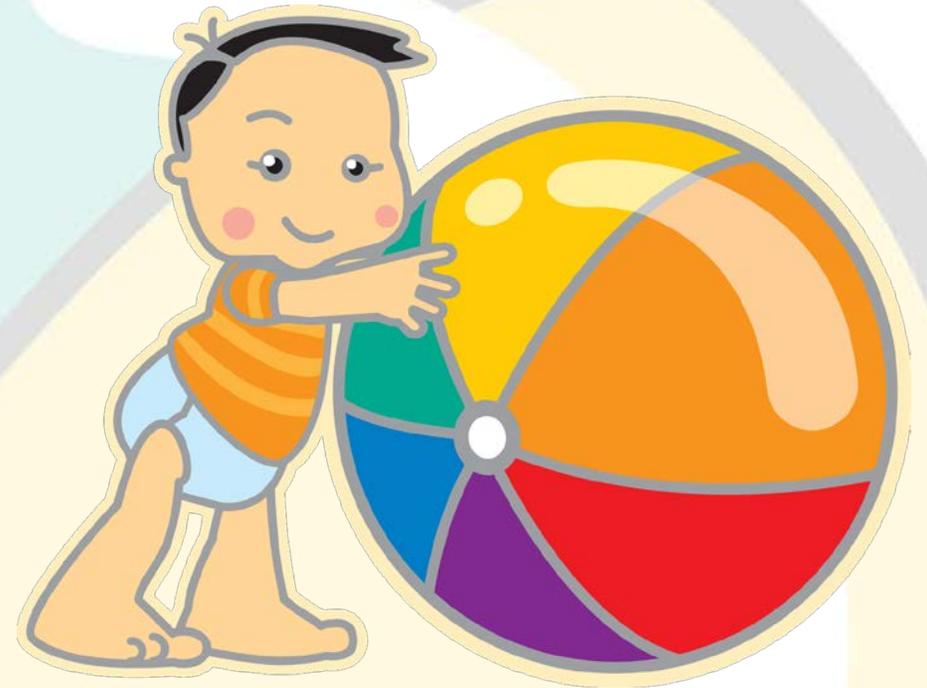
Project Breakdown – 90 Day timeline

- Preliminary Research and Discovery
- Define Requirements
- Define Data Sources and Automation Paths
- Establish Development Environment
- Build application and Import Existing Content into Application
- Testing – Alpha & Beta phases
- Deploy Application to App Stores



Key Features

- Authentication
- Tracking Zip Codes
- Use on any computer, iOS and Android
- Upload Child Images
- English, Spanish, and Vietnamese Content



Kid Builders Mobile Application Demo

