

Catalyst Development Programme 2021
Week notes – Musiko Musika
February 2021



02/02/21

First meeting with my CAST connector Molly and OWL Ross, introduced me to Ochre platform seems like an intuitive tool to use, got to remember to keep up with my week notes! Already had some design assets on Ochre, helpful that Ross shared what they were again to help refresh my memory from the kick starter, with all this new information and various platforms it's easy to forget. Molly is going to send over the KPI's they use as standards and we will need to come up with some new ones that are more specific to us (3-10 but 5 is about right) Make sure to get that prepped for next 1:1 meeting.

04/02/21

Launching the first test of the app with our chosen nurseries and Songo family members, sent out emails this morning with a pdf document with the instructions on it as well as link to web page on website with instructions that way parents have a choice, Piota shared some screen shots of the app so we could include them in the instructions, making them easy visual instructions to follow.

Asked Piota what data they are able to capture on users of the app (collectively and as individuals).It would be good for us to know for further planning the monitoring and evaluation.

05/02/21

Piota have got back to us on the data summary, good to know what they can capture on their side: All per day/ month/ other periods:

1. Downloads of app (split iOS & Android)
2. Active unique users i.e., how many people opened app at least once
3. Breakdown of sections of app viewed

The above are all aggregated data i.e., no breakdown as to who looked at what

4. How many people registered themselves on app & who they are
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08/02/21

At the first connector meeting with Molly, she mentioned a Tech For Good funding that was available, speaking with James from Piota it looked like the logical next step for us to take. James said he would back us up if we wanted to apply (on basis that having ascertained/ defined what app/website you need in this Feb-Apr period, we'd use the June 2021 funding to build and refine it further with Piota or another app company) that Piota happy to provide any support needed...

09/02/21

Talking it over with both directors of Musiko Musika we all thought it would be a good idea to apply for the Tech For Good funding application. Now over the next few days we will start working on the application and getting the assets ready for the video portion of the application. Thinking about how to make that work, would we use a voice over to illustrate slides and points in the video? How to make the video attractive and stand out and well concise it has to be 3 mins long, a short amount of time for a lot of information.

10/02/21

Piota has sent us over a description of the items needed to enable us to build our own app and provide supplementary supporting info to Apple and Android on a spreadsheet, planning to jointly compile the answers on a call together on Monday. Will have a pre read of it and go over it with Rachel before the Monday meeting. Piota also got back to us on the video within the screen question: "For direct links to videos (mp4s and the like) we can do something like the UX shown in the video, it would need a decent few days' work to develop - We can flesh it out when next speak? And if this becomes a Priority A project we'd scope it in more depth to get an exact idea how it would look, cost etc"

11/02/21

- Fleshing out the last bits of the funding application - Rachel will do this
- Voice over bits recorded in the morning – Mauricio can record me
- Need to edit it today and upload on unlisted link ready for tomorrow
- Send link to Rachel to add to application.
- Checked with Molly about where week notes were uploaded to/sent to

12/02/21

- Sent application form out today – yay!
 - Go through what other apps on Apple and Android have the word Songo in them.
 - Go through document Piota sent us about building our own app
 - Get Apple and Android licenses done.
 - Got some of the Songo family registered to the app, which hopefully means they will leave some feedback now
 - Must remember to ring our Speech and Language specialist Helen Ayres at some point next week about the app.
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15/02/21



Feel like we had a productive meeting with Piota again, mid-week we will end the first test phase of the app, we've managed to get 5 parents to give feedback and 3 practitioners as well. Just need to get Helen (speech and language specialist) to give her feedback and that's a nice little selection there.

Discussed the possibility about tacking on the aspect of the app development which could potentially be tackled within the timeframe of our Catalyst programme which is the features/ functionality to create an active experience on and off screen, promoting parent/ child interaction and opportunities for learning activities. James from Piota recalled that in an earlier conversation with CAST there seemed to have been an indication that the project budget could be increased if there was a clear case for doing so. (We need to email Molly about this tomorrow – initiate conversation)

Went through branded apps document with Piota now we know what we need to fill out for the app information: strap line, logos, title, etc.

16/02/21

Going through all the different images we will need to send to Piota along with the Branded Apps document information. We have now sorted out the App icon logo, took away some of Songo's patches on his design, it made it look less fussy on a small logo, the splash screen and home screen are still to go. Need sort out which font and colour looks best for the Sing, Play and Learn with Songo bit, will do that over a zoom call with Rachel.

We emailed Molly if an increase in the project budget was something that we could discuss with her or one of her? And if so, what other information would be useful for us to provide (detailed proposal/ costings from Piota, evidence from user research)? She emailed back saying she'll speak to their finance team and see if she can find out more about the project extension budget and will be in touch as soon as she hears back.

18/02/21

Meeting with Molly from CAST went really well, always nice to talk things through and feel like you're moving in the right direction, went through their KPIs along with our own. We as Musiko Musiko Musika and Piota need to provide some further information for the extension grant: where we've been able to get to so far, what the additional budget will enable us to achieve (within the timeframe of the Development programme and how this budget will be spent by Musiko Musika (if applicable - time/people) Piota will also have to provide: What the additional budget will pay for in development terms and how this budget will be spent by Piota (time/people).

19/02/21

- We sent over additional information Molly needed so that she could send that to the finance team.
 - Piota also sent over their additional information.
 - Have decided on what Songo image we want for icon, home screen and splash screen.
 - Just need to check what font and colour we want.
 - New sections for the launch of the new app need to be decided, do we want them on the home screen and take it up to 9 tiles or keep the tiles to just 6? Leaning towards 9.
 - That means we have to readjust the home screen logo.
 - All this needs to be done my Monday so that the developers can get on with it on Tuesday.
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23/02/21

- Everything has now been sent over to Piota.
 - Just had to sort out with Piota and their developers something about the notification tray on an Android phone and how the small icon looks, wouldn't be in colour but rather in grey and white - all sorted.
 - Piota are at the stage now where they have to switch out of the existing app to the new app version, meaning that it will not be available to the public until approval by the app stores which generally takes 7 days to do.
 - We will send out a notification first to let everyone know about this, and then let them know when the app is live again.
 - Will send this out tomorrow to nurseries and families.
 - And send out to Songo family members as well who have tested the app for us.
 - Lots of things to consider, but exciting that we are moving forward!!
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24/02/21

We have 2 new sections on the App now, so we have to make sure we have the right content for those bits. 'Magic bag' and 'World of Music' are the names for the new sections, this means the home page has gone up to 9 tiles, so we should add the 'Welcome' tile on to the home page as well.

Think about what images to use for those tiles, thinking rainbow for 'World of Music' and magic wand for 'Magic bag'.

Will need to upload new content onto YouTube, re use some of the videos we already have but haven't uploaded yet.

26/02/21



Unfortunately, we didn't get the full amount of the extension of what we were hoping for, but they generously asked if we would accept the additional 10% fee, and Piota did and we are making do with that. Things are still moving forward and we are very eager and excited to be getting on with things and building on our partnership with Piota.

27/02/21

Had a good team meeting, updated everyone on where we are at, what needs to be done etc.

We have been doing some online zoom sessions with some of the Nurseries on our Network list and have been informing the Nursery staff of how the progress of the App is moving along. Some Nurseries have already tested the app in its first phase and some haven't so the ones that haven't are eager for the next round of testing. It's been good to doing these online lessons as part of our Songo's Wellbeing project and tying it into this Development programme. It's all coming together!
