Stephanie Payne

From: Joolz Pohl <Joolz.Pohl@coi.gsi.gov.uk>
Sent: 14 March 2011 16:30
To: Chrystyna Chymera
Cc: Samantha Mills; Iredia Oboh
Subject: RE: EC Victor the vote counter production SOW - with comments

Hi Chrys,

I have send the cost estimate and will send the invoice when I receive the PO.

Re the mobile accessibility question, I will add a comment in the SOW to ask Glue to provide more clarity on the differences in accessibility between the mobile accessed video and the web accessed video. I have just spoken to our accessibility expert who sits on the digital policy team and he had had an earlier discussion with Caley about the video version. The conclusion was that, if viewed as a whole offering, then to have an accessible version via the web and a not so accessible version via the phone is acceptable (especiailly if there would be a large cost implication of making the mobile version as accessible). He suggested that we add a statement to the mobile accessed page that directs the user to the web accessed version if needed. I will add a comment in the SOW to ask Glue to propose a statement this.

Kind regards
Joolz

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From: Chrystyna Chymera [mailto:CChymera@electoralcommission.org.uk]
Sent: 14 March 2011 14:34
To: Joolz Pohl
Cc: Samantha Mills; Iredia Oboh
Subject: RE: EC Victor the vote counter production SOW - with comments

Hi Joolz, just one point from me on p.9 where they say the cannot commit to a mobile version compliant with basic accessibility standards. What would need to be done for it to be compliant? As we are making a mobile version we would expect it to meet at least basic standards.

Regarding the CE please could you send to Iredia this aft for him to raise a PO while I am out?

Many thanks

Chrys

From: Joolz Pohl [mailto:Joolz.Pohl@coi.gsi.gov.uk]
Sent: 14 March 2011 13:56

To: Chrystyna Chymera
Cc: Samantha Mills; Iredia Oboh
Subject: EC Victor the vote counter production SOW - with comments

Hi Chrys,

I have added a few comments to the SOW. I think it is fine -just evaluation part needs making clearer which Alex refered to below. Please can you confirm if you are happy for me to raise a costestimate against this SOW, so we can progress with the sending the invoice (on receiving the PO).

Kind regards
Joolz

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From: Alex Jena [mailto:Alex.Jena@glueisobar.com]
Sent: 14 March 2011 13:01
To: Chrystyna Chymera; Joolz Pohl
Cc: Samantha Mills; Iredia Oboh; Jenny Smart; Jess Burvill
Subject: RE: SOW

Hi Chrys,

Please find the SOW attached. Apologies for the delay but hope you appreciate that there are many stakeholders that need input into this and we wanted to make sure things had their approval.

Perhaps the Evaluation section will still need to be refined, as in terms of process, EC will have access to all Youtube dashboard metrics/hotspots that would serve the purpose of how this can be evaluated. Will there be a system of sending out regular reports for analysis?

Additionally, we need to collectively agree on some KPIs to evaluate the content with. Can you confirm what, if any have been set for the wider GFK reporting? OR if there is a realistic target to work on based on previous Youtube/content based activity.

Thanks,
Alex

From: Chrystyna Chymera [mailto:CChymera@electoralcommission.org.uk]
Sent: 14 March 2011 11:28
To: Alex Jena; Joolz Pohl
Cc: Samantha Mills; Iredia Oboh; Jenny Smart; Jess Burvill
Subject: SOW

Hi all, do you have an ideas when we will get the SOW and up to date timing plan?

We are out from 3pm to go to our radio pre production meeting so need time to review, COI to raise CE and us to raise PO before then.

Many thanks

Chrys

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