

# Smartphone App Background

Smartphone Apps				
Department	Name	Cost	Downloads	Cost Per Download
Veterans Affairs	Veterans Matter	\$175,933	1,574	\$112
Parks Canada	Edifica-History in Hand	\$61,118	659	\$93
Parks Canada	Parka Photo Missions	\$40,000	1,085	\$37
Parks Canada	EXPLORA	\$692,629	19,832	\$35
CMHC	2011 CMHC Annual Report	\$6,540	211	\$31
Veterans Affairs	PTSD Coach Canada	\$74,131	4,255	\$17
CMHC	Wood-Frame House Construction	\$29,732	2,026	\$15
CMHC	2012 CMHC Annual Report	\$4,823	398	\$12
Parks Canada	Learn to Camp, Heritage Gourmet	\$137,241	123,714	\$1

EXPLORA by Parks Canada was also available on pre-loaded devices in some locations and were available on custom local devices from 2008-2012. The download statics do not reflect those uses of the app.

Another app Green Screen App was also developed by Parks Canada for internal use, no download statics were provided, and it cost \$30,375.

## Department Totals

Department	Cost	Downloads	Cost Per Download
CMHC	\$41,095	2,635	\$19
Parks Canada	\$930,988	145,290	\$41
Veterans Affairs	\$250,064	5,829	\$65

## Smartphone Apps Developed In House

Department	Name	Downloads
CMHC	The CMHC Mobile KIT	55,832
CMHC	Ready Set Home	15,624

## Parks Canada

### Edifica

**Description:** Maps your current location and highlights heritage places of interest in Victoria, Quebec, Halifax, and major sites of the War of 1812. You can access stories, historical facts, descriptions, images, and links to historical places recognized for their local, provincial, and national importance.

**Date Released:** February 2013

**Cost:** \$61,117.50

**Downloads:** 659

### Learn To Camp

**Description:** An app including tips, advice, and all the information visitors need to plan and enjoy their first camping trip. Also, includes recipes, checklists, and insiders' tips.

**Date Released:** June 2012

**Downloads:** 106,372

### Heritage Gourmet

**Description:** App that allows users to search or browse traditional recipes by ingredient, course, menu, period, or region, to save recipes to a personal recipe collection, add ingredients to a shopping list or to share recipes.

**Date Released:** August 2013

**Downloads:** 17,342

**Cost For Learn To Camp and Heritage Gourmet:** \$137,241

### Parka Photo Missions

**Description:** Photo Missions is a fun app for young children and their family and friends. It helps kids and grown-ups to discover and enjoy Parks Canada places together. Every mission is an adventure! Parks Canada's mascot, Parka, and TV's favourite yellow bird, Chirp, lead kids on a photo scavenger hunt to find and take photos of cool things in the place they are visiting. Designed for grownups and kids to do together. Photo Missions shows you a picture of a place feature, provides a short fun-fact for context and then it's time to take your own picture of the same thing or something like it. Once you've taken all your photos, you can share them with your friends on social media! And at home mission is also available to discover nature right where you live.

**Date Released:** July 2014

**Cost:** \$40,000

**Downloads:** 1,085

### Green Screen App (for internal use)

**Description:** A green screen app used at public events that allows visitors to put themselves in Parks Canada places and receive the photo by email.

**Date Released:** 2013

**Cost:** \$30,375

**Downloads:** ?

## **Explora**

**Description:** Explora is Parks Canada's official guided tour app. Each app includes walking tours, a map, photos, information, and quizzes with a possibility for augmented reality features. Explora consists of several separate apps that provide on-site interpretive content for visitors. Explora apps can be downloaded by visitors onto their own devices, or in many locations, visitors can borrow a device with the app pre-loaded. Many Explora apps factored in the cost were also available on custom local devices from 2008-2012. As a result, download statistics do not reflect all use of these apps.

**Date Released:** 2014- 2016

**Cost:** \$692,629

**Downloads:** \$19,832

## **CMHC**

### **The CMHC Mobile KIT**

**Description:** Everything you need to open new doors. The CMHC Mobile KIT for Mortgage Professionals provides quick and convenient access to tools and information relevant to today's busy mortgage professional.

**Date Released:** November 2011

**Cost:** Developed in-house. \$3,000 was spent on a new Mac desktop computer

**Downloads:** 55,832

### **Ready Set Home**

**Description:** Ready Set Home is a tool to help homebuyers, especially first-time homebuyers, make informed choices when buying a home. Ready Set Home offers tools to guide you to figure out how much you can comfortably afford to spend as well as keep track of all the details during your home buying process.

**Date Released:** September 2011

**Cost:** Developed in-house

**Downloads:** 15,624

### **Wood-Frame House Construction**

**Description:** CMHC's long-time bestseller Canadian Wood-Frame House Construction is now available as an app! The ultimate go-to resource for builders, renovators as well as students - contains illustrations, sizing tables, planning notes and other practical information on wood-frame house construction. This publication has recently been updated to conform to the 2010 National Building Code of Canada and tips on Healthy Housing™ are also provided to improve indoor air quality and reduce environmental impact.

**Date Released:** October 2014

**Cost:** \$29,732.47

**Downloads:** 2,026

### **2012 CMHC Annual Report**

**Description:** Three words - Passion Professionalism Performance – summarize CMHC's 66-year history as Canada's national housing agency. Since it with first opened its doors, CMHC has responded to the ever-changing housing needs of Canadians with passion and professionalism. We can be proud that Canada has a solid housing system owing to both strong public oversight and an efficient market that is able to fulfill a range of housing needs.

**Date Released:** July 2013

**Cost:** \$4,823.00

**Downloads:** 398

### **2011 CMHC Annual Report**

**Description:** As CMHC marks its 65th anniversary, we take pride in knowing that we have helped build A Solid Foundation for Generations of Canadians - from helping to house World War II veterans to delivering a range of programs that enhanced the ability of Canadians to access affordable, high-quality housing over the past six decades.

**Date Released:** June 2012

**Cost:** \$6,540.00

**Downloads:** 211

## **Veterans Affairs**

### **Veterans Matter**

**Description:** The Veterans Affairs Canada mobile app, Veterans Matter, will help you find information about the services and benefits offered to Veterans, Canadian Armed Forces, and RCMP members and their families.

**Date released:** 2010

**Total cost:** \$175,932.66 (tax included)

**Downloads:** 1,574

### **PTSD Coach Canada**

**Name:** PTSD Coach Canada

**Description:** PTSD Coach Canada can help you learn about and manage symptoms that can occur after trauma.

**Date released:** 2013

**Total cost:** \$74,131.39 (tax included)

**Downloads:** 4,255