



Judging Rubric & Marking Guidelines

Phase	Criteria	Score (scale 1 to x)	Marking Guidelines	Justification
Ideation / 100	The app identifies a real problem in the community - problem statement	20	0: No. 5: No, very limited problem identification. 10: The problem identified is more of a nuisance, and does not have larger social implications. 15: The problem seems to be real, but could use a little more detail. 20: Yes, the problem is real with community implications; the problem statement is well defined.	
	There is evidence of a feasibility study	15	0: No evidence. 5: Limited evidence. 10: Significant work has been carried out and is documented within the Business Plan. 15: Comprehensive analysis has occurred and is documented within the Business Plan.	
	The personas and scenarios are relevant	15	0: No evidence.	

			<p>5: Limited evidence.</p> <p>10: Significant work has been carried out and is documented within the Business Plan.</p> <p>15: Comprehensive analysis has occurred and is documented within the Business Plan.</p>	
	There is evidence of team planning	15	<p>0: No evidence.</p> <p>5: Limited evidence.</p> <p>10: Significant team planning has been carried out and a skills matrix is documented within the Business Plan.</p> <p>15: Comprehensive team planning has occurred and a skills matrix is documented within the Business Plan, including identification of strengths and weaknesses.</p>	
	It is clear who the app will target and who it will benefit in the community	15	<p>0: No.</p> <p>5: Target user groups have been considered, but explanations are sparse or nonexistent.</p> <p>10: Target user groups are named, and explanations are provided. Could have been more thorough.</p> <p>15: Analysis is exhaustive.</p>	
	There is evidence of meeting with the mentor regularly	20	<p>0: No evidence.</p> <p>5: Limited evidence.</p>	

			<p>15: The team meetings with their mentor have been well documented within the Mentor Journal.</p> <p>20: It is clear from the Mentor Journal that the team used their time well. All meetings have been documented within the Business Plan.</p>	
Research / 100	Convincing evidence of the problem is presented	20	<p>0: No evidence.</p> <p>5: Limited evidence. No research has occurred.</p> <p>10: Some research has been carried out utilising a research style (eg reading/web research, expert interviews and surveys) and is documented within the Business Plan. Includes both global and local community implications.</p> <p>15: Significant research has been carried out utilising research styles (eg reading/web research, expert interviews and surveys) and is documented within the Business Plan. Includes both global and local community implications.</p> <p>20: Comprehensive analysis and evidence has occurred and is documented within the Business Plan. Multiple research styles have been executed (eg reading/web research, expert interviews and surveys). Includes both global and local community implications.</p>	
	The research on competitors is thorough	15	<p>0: No evidence.</p> <p>5: Limited evidence.</p> <p>10: Significant work has been carried out by the team to determine their competitors. All research is well documented within the Business Plan. Some consideration</p>	

			<p>has been made to design changes based on competitor analysis.</p> <p>15: Comprehensive analysis has been carried out by the team to determine their competitors. All research is thoroughly documented within the Business Plan. Changes were made to design based on competitor analysis.</p>	
	The target user/s have been identified	15	<p>0: No.</p> <p>5: Limited evidence.</p> <p>10: Significant analysis and user identification has been carried out and is documented within the Business Plan.</p> <p>15: Comprehensive analysis and user identification has occurred and is documented within the Business Plan.</p>	
	A reasonable potential market is identified	15	<p>0: No</p> <p>5: Groups of people mentioned, but no estimates done.</p> <p>10: Estimates are done and some groups defined. Market Identification could have been more thorough.</p> <p>15: Estimates are done and groups defined. Market Identification is clearly explained, and well documented in the Business Plan.</p>	
	The potential impact of the app is discussed	15	<p>0: No evidence.</p> <p>5: Limited evidence.</p>	

			<p>10: Significant analysis has been carried out and is well documented within the Business Plan. Both positive and negative implications are identified.</p> <p>15: Comprehensive analysis has occurred and is thoroughly documented within the Business Plan. Both positive and negative implications are identified and discussed.</p>	
	A budget with relevant income and expenses is included and reasonable	20	<p>0: No.</p> <p>5: Costs have been considered, but explanations are sparse or nonexistent.</p> <p>10: Costs have been identified, and explanations are provided. Could have been more thorough.</p> <p>15: A budget has been constructed and takes into account all key cost areas.</p> <p>20: Budget is exhaustive, well thought out, realistic and thoroughly documented.</p>	
Build / 100	The colours chosen are appropriate	10	<p>0: No. No evidence of.</p> <p>2: Limited evidence.</p> <p>5: Colours have been chosen to benefit the user. Further enhancements could be made.</p> <p>10: Yes! Comprehensive evidence of beneficial colour choice.</p>	
	The name chosen is appropriate for the app and	10	0: No.	

	the problem it solves		<p>5: The name chosen is good, but does not clearly link to the problem being solved.</p> <p>10: Yes! Well thought out app name with clear links to the problem being solved.</p>	
	The idea was validated with others	20	<p>0: No evidence.</p> <p>5: Idea validation has been considered.</p> <p>10: Limited idea validation has occurred.</p> <p>15. Significant idea validation has occurred and is well documented within the Business Plan. Both positive and negative implications are considered.</p> <p>20: Comprehensive idea validation has occurred and is thoroughly documented within the Business Plan. Both positive and negative implications are identified and discussed.</p>	
	The flow of the app is logical	10	<p>0: No.</p> <p>5: Reasonably well thought out, could be better.</p> <p>10. Excellently constructed and well thought out. Very intuitive.</p>	
	Triggers for using the app are identified	10	<p>0: No.</p> <p>5: Triggers are considered, but explanations are sparse on nonexistent.</p>	

			10. Yes. I know when a user would use this app. All triggers have been thoroughly detailed in the Business Plan.	
	The user interface is appealing and easy to use	20	<p>0: No</p> <p>5: Functionality is limited. I found the user interface confusing.</p> <p>10: Functionality is there, but I had to watch the demo video and read the product description to understand the app.</p> <p>15: Functionality is well considered for the user. The app was obvious after thoroughly reading the product description.</p> <p>20: Exceptional user interface. A quick skim of the defined problem and product description was enough to understand how to use the app.</p>	
	The source code appears to solve the problem	20	<p>0: No.</p> <p>5: There is some evidence of simple coding (eg to navigate from one screen to another)</p> <p>10: More than one type of function is coded accurately (eg navigation between screens and function on another screen other than home screen, such as playing videos or embedded elements)</p> <p>15: The code makes use of logic or sequences such as branching, booleans, loops, handling variables and the app makes use of mobile features such as sensors.</p>	

			20: The code is complex and functional and the app has complex features such as different users, external databases, and the app makes use of mobile features such as sensors.	
Pitch / 100	The business plan appears to be complete	15	0: No 5: Limited areas have been completed. 10: The Business Plan has been well utilised to document the team's project and its work. Some areas are incomplete. 15: The Business Plan is a comprehensive document outlining all key operations within the team, and for the developed app.	
	The app actually addresses the problem identified	15	0: No. 5: The app addresses a tangential problem. 10: The app addresses some parts of the problem. 15: Yes.	
	The app is fully functional based on the wireframe and the demo video	15	0: No. 5: It is very difficult to determine the functionality of the app from the information provided. 10: I can see what the team is trying to accomplish from the wireframe and demo. 15: Comprehensive in explaining the functionality through the wireframe and demo.	

	The app is going beyond static information to use a database	10	<p><i>e.g. calls another app on the phone, saves information to an external server to coordinate multiple users, etc</i></p> <p>0: No. Only information stored directly in the app is used.</p> <p>3: The app uses other resources, but it seems unnecessary for the purpose of the app.</p> <p>6: Mostly, but there are one or two other places where the app could have used an external service to be more effective.</p> <p>10: Yes, the app uses multiple resources and does so effectively.</p>	
	I am convinced the app could solve the problem identified	10	<p>0: No.</p> <p>3: The app has some degree of functionality. However, it moves away from the original problem.</p> <p>6: The app works towards solving the identified problem. The app has impressive degrees of functionality to solve the identified problem.</p> <p>10. Advanced functionality to solve the identified problem.</p>	
	The pitch is professional, fun and yet informative	15	<p>0: No.</p> <p>5: The pitch has limitations, with more work a clearer message would entail.</p> <p>10: Compelling arguments were made, and a small following may form.</p>	

			15: An outstanding pitch delivered professionally. I know exactly what the app does and I can see users engaging in the offering.	
	The quality of the videos are adequate	10	0: No. 3: Not all videos were submitted. 6: All videos were submitted. I can see there were some issues, but otherwise of reasonable quality. 10: All videos were submitted. All of adequate quality each delivering their message soundly.	
	The app stands out from the others	10	0: No. Very difficult to determine the app's purpose and has left me confused. 5: Most components of submission come together well to make this app memorable. 10. Outstanding design and delivery! The app clearly does what it was designed to do.	
Total		400		