Judging Criteria – General Entry 2016

How to judge general competition entries

Entries will be judged in these four areas:

a) Problem solving and innovation
b) Illustration of idea
c) Feasibility
d) Users and Market

a) Problem solving and innovation

Good competition entries will show us that the app is solving a real-world problem for real users and that it is doing so in a new or innovative way.

Contestants are asked to:

- Tell us why it’s a genuine problem. Assume that we don’t know anything about the problem and give us as much evidence as they can.
- Explain why their solution solves the problem. If the problem is already being solved in other ways they should show how their idea improves on previous solutions or provides a new spin.
- What is the unique key insight?

Examples:

- If your problem is choosing what shoes to wear in the morning, you need to explain why your solution is better than the real world solution of trying the shoes on with your outfit and looking in the mirror.
- If your problem is a desire to share photos with friends. Show that you are aware that this is already being solved in lots of ways but there may still be room for innovation; for instance, Instagram’s example of cool filters are enough of an innovation to make it an appealing alternative.

b) Illustration of idea

Good entries will show us that contestants have thought about what people do and see as they use the app. Contestants don’t need to wireframe the entire app but a good competition entry will include the app flow, how user feedback has been integrated so far, and what happens on the key screens when using wireframes and/or prototype. The pitch presentation and the 60 second elevator pitch video are also opportunities to tell us how the app works.

c) Feasibility

We love ambitious ideas but finalists will have convinced us that it is possible to build their app idea, or at least a basic version. Teams that are ahead of the game may have built a prototype themselves (optional). The key aspects we will be looking at are:
o **Data.** Has the team considered where they will get the data (i.e., users? government data?) This data could include the location of all the skate parks or live bus information. There is not a need to get hold of this data before submitting the entry, but a great competition entry will show that Contestants have checked where and how they can access it. Some data they might need to pay for to gain access, and some data might exist but not be easily available to use (e.g., information held by private companies). If the data is not available, can contestants show us how they could collect it? A good answer to the data question is needed if data is important to the app.

o **Content.** If the app will feature content, contestants should show us an example. So for an app that teaches French using games, they should draw and explain at least one game idea. Or for an app that teaches sports tricks using videos, they should show us an example video. Contestants are warned not copy content illegally that belongs to other people.

d) **Users and Market**

We want Contestants to have thought about who their app is for. A good entry will show an understanding of the user profiles based on user research and feedback. Are users likely to have a smartphone? Do they already use similar apps? If so, how is this proposed app different than competing apps or other alternative solutions to the problem?

In this area we also want to know if contestants have identified the size of their potential market.

**How will judges pick the best teams? Below is the scorecard to use for guidance.**

**General entry scorecard**

<table>
<thead>
<tr>
<th>Score</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
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<tbody>
<tr>
<td>Judgement in words</td>
<td>Poor</td>
<td>Fair</td>
<td>Good</td>
<td>Great</td>
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<tr>
<td>a) PROBLEM SOLVING AND INNOVATION: Could the app solve a problem or improve on existing solutions?</td>
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<td>b) ILLUSTRATION OF IDEA: Is the idea well visualised and has it integrated user feedback? (Includes through wireframes and/or prototype)</td>
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<td>c) FEASIBILITY: Has the team shown that the app could be made? (Simple version, based on technology, data and content needed)</td>
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<td>d) USERS AND MARKET: Is there evidence that there is a market for the app? (Based on user research)</td>
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<td>OVERALL SCORE: Has the team created a compelling product?</td>
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<td>COMMENTS: What is the strongest thing about this app? It could be a feature, or perhaps the aesthetic design, originality, or social relevance, for instance. Feel free to comment on other aspects of the app as well—positive or negative.</td>
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