

Submission guidelines

This year competition submissions are in two parts:

1. All your course assignments uploaded to the platform and completed student profile
2. A one-minute 'elevator' pitch video uploaded to the Platform*

All text assignments can be entered directly into the platform

Any photos, videos, presentations or documents will need to be uploaded to a sharing site (Flickr, YouTube, Prezi, SlideShare) and the URL added to the relevant assignment on the Platform.

**A separate session will be added on the Platform at the end of the Mobile Course for student teams to upload their elevator pitch.*

Deadline **5pm, 30th April 2013**

Competition assignments – what the judges are looking for

1. Problem Statement

- A clear, concise statement describing **the problem** your app will solve
- Brief, no more than two sentences

2. Market Research

- Outline the key insights from your research
- Key insight should cover: what alternatives are already out there (competing apps, non-app solutions) and research from users on why these alternatives are not good enough in addressing the problem
- Each insight should include the following: an assumption statement, research method, insight statement and corresponding data

3. Problem Video

- Re-enact the story behind the problem – be sure to cover the situation, complication and question
- 90 seconds – 2 minutes maximum

4. User Personas

- A detailed summary of your main target user groups.
- How many are there? Niche audience or mass market? What are their key characteristics (age, lifestyle etc)

5. Scenario Map

- A basic storyboard outlining how your app will work
- A photo or scanned image

6. Business Model

Students need to consider

- How their app will add value to their customers?
- How their app will generate revenue (if applicable)?
- How customers will find out about their app?
- Who are their key partners?

7. Wireframes

- Detailed diagrams demonstrating the core functionality of the app
- Students can use either paper, PowerPoint, Balsamiq mock-ups, Prototyper or similar prototyping tool
- Example

8. Elevator pitch video

You've just stepped into an elevator with a VIP who could potentially invest in your app. You have one minute on the way up to convince them, how would you sell your app?

General judging criteria

Judges will also be looking across the student team's whole project to see if they have considered the following questions (where applicable).

Problem definition

- Is the scenario the team is attempting to address clear and well thought out?
- How is the problem currently being solved, if at all?

Understanding users

- What are the team's specific target markets?
- Has the team understood their target users and their needs in a credible way, i.e. through being affected by the problem themselves or having a direct link to potential users.

Understanding the market

- Have the team considered and adequately differentiated from competing apps or other alternative solutions to the problem?
- What is the unique selling point of the app?
- How will the team generate their first 1000 users?

Data feasibility

- Has the team considered where exactly they will get the data come from? (users or government data?)
- Whoever is providing the data, does there appear to be appropriate incentives for them?

Technical Implementation

- How complex is the app?
- Does it exploit the key functions of a smartphone handset in a simple way?
- What is the minimum viable product and what features could be released later?