

## Judging criteria – general entry

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You are now aware of the general *entry requirements* and may be curious about what criteria we judge on. None of these criteria should surprise you as they have come up as themes throughout the Apps for Good course.

From feedback of previous years we have learned that even though a team is good, has good ideas and is well regarded locally and within the school, they may not necessarily do well in our competition process. This is typically because their ideas were not well or clearly presented in the competition entry.

**Please remember, we do not know how great your team is. The competition entry is our only way of assessment.** So give us as much information as you can and don't make any assumptions.

### How general competition entries will be judged

Entries will be judged in these five areas:

- a) Problem solving and innovation
- b) Illustration of idea
- c) Feasibility
- d) Suitability to platform
- e) Market

For the general entry shortlisting a) *Problem solving and innovation* and b) *Illustration of idea* are most important. Entries that are very strong in both these areas are likely to be shortlisted as long as they don't get very low scores in the other three areas. Nonetheless, in order to make it to the finalist stage, a team requires a good and balanced entry in all of the five areas.

#### 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.

- 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 you can.
- Explain why your solution solves the problem. If the problem is already being solved in other ways you need to show how your idea improves on previous solutions or provides a new spin. What is your 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.*
- *Looking at the problem of wanting to share photos with friends - this is already being solved in lots of ways but there may still be room for innovation – for instance*

*Instagram's cool filters are enough of an innovation to make it an appealing alternative.*

## **b) Illustration of your idea**

Show us how your app would work. Good entries will show us that you have thought about what people do and see as they use the app. You don't need to wireframe your 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 a prototype. Your pitch presentation and the 60 sec 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, at least a basic version, of their app idea. Teams that are ahead of the game may already have built a prototype themselves (optional). The key aspects we will be looking at are:

- **Data.** The data the app may need. This could be the location of all the skate parks in England or live bus information. There is not need to get hold of this data before submitting the entry, but a great competition entry will show that you have checked where and how they can access it. Some data you 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 you show us how you could collect it yourselves or could your users provide it? A good answer to the data question is needed if it is important to the app.
- **Content.** If the app needs content such as videos, games, photos or text showing where the data can be accessed legally, will improve the competition entry. If you plan to make this content yourself, show us an example. So for an app that teaches French using games, draw and explain at least one game idea. Or for an app that teaches sports tricks using videos show us an example video tip. Make sure you do not rely on copying content illegally that belongs to other people.
- **Technology.** Do you remember the part of the course when you looked at technical feasibility and the feedback you received from experts about what is difficult to implement and what is easy to do? In our lessons learnt at the start we showed you the example of Transit, an app that moved from being technically close to impossible to build to a simple and elegant solution that addressed the core of the problem. We want to see that you have come up with a product that can be built in a meaningful timeframe in the real world.



#### **d) Suitability to platform**

Good apps make the most of the features of the specific platform they are optimised for. For mobile app ideas this tends to be allowing users to do something on the move or it could be that the app uses the camera feature or the touch screen. For Facebook apps, social features like sharing information with friends or using friends' data in a legal and inspiring way, uses the core asset of the platform well. In contrast, some ideas are particularly poorly suited to specific devices. For instance, mobile phones are not a great way to display large amounts of information on a small screen so phone apps with lots of text and images are likely to get low scores in this area. Always think about whether your platform choice is the right one for your product and tell us why.

#### **e) Market**

We want you to have thought about who their product is for. Are users likely to have a smartphone? Do they already use similar apps? A good entry will show that an understanding of the people the app is made for based on the user research and feedback. In this area we also want to understand if you have identified how your users will be reached via a marketing strategy. And of course, we also want to know how many customer pledges were received and if there is a business model and a market for the product.

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How will the reviewers for short-listing and the final judges pick the best teams? Below is the scorecard they will use for guidance.

#### **Exercise:**

Score you own competition entry or ask other teams in your school to judge your entry, so you can see how you might fare in your own eyes and those of your peers.



## General entry score card

Score	1	2	3	4
Judgement in words	Poor	Fair	Good	Great
<b>a. PROBLEM SOLVING AND INNOVATION: Could the app solve a problem or improve on existing solutions?</b> Revolutionary, evolutionary				
<b>b. ILLUSTRATION OF IDEA: Is the idea well visualised and has it integrated user feedback?</b> Through wireframes and/or prototype				
<b>c. FEASIBILITY: Has the team shown that the app could be made?</b> Simple version, based on technology, data and content needed				
<b>d. SUITABILITY TO PLATFORM: Does it use the platform's innate properties/ strengths?</b> Mobile features for mobile app, social features for Facebook app, web features for web app				
<b>e. MARKET: Is there evidence that there is a market for the app?</b> Based on user research, marketing plan & business model				
<b>OVERALL SCORE:</b> <b>Has the team created a compelling product?</b>				