



## TACOMA MESA APP COMPETITION

Team: \_\_\_\_\_

School: \_\_\_\_\_

**Division (Circle One)**

High School                      Middle School

**Category (Circle One)**

Technical Paper                      Pitch

**Technical Paper Submitted (Circle One)**

Yes                      No                      Late?

**Display Type (Circle One)**

*Presentation Board                      Trifold Board                      Powerpoint                      Sway                      NONE*

**OVERALL SCORE**

Combined Display / Presentation Score      \_\_\_\_\_/150

Pitch Score      \_\_\_\_\_/100

**OR**

Technical Paper Score      \_\_\_\_\_/100

**TOTAL SCORE      \_\_\_\_\_/250**



**DISPLAY/PRESENTATION SCORING CRITERIA**  
TACOMA MESA

Team:
School:

Display/Presentation Scoring Criteria (Part A + B = 150 points)

**A. POSTER/TRIFOLD/ELECTRONIC PRESENTATION DISPLAY CRITERIA (80 points)**

**Overview:** Values circled reflect the degree of evidence for design goals: (5) Exceptional/Exceeds Standard When Possible; (4) Meets Very Effectively; (3) Meets Somewhat Effectively; (2) Almost Meets/Inaccurate or Unclear; (1) Attempts/Irrelevant; (0) No attempt.

<b>Summary.</b>						
a. Display <b>engages &amp; informs</b> audience.	5	4	3	2	1	0
b. Very clearly <b>summarizes team’s project purpose</b> or motivation.	5	4	3	2	1	0
c. Very clearly <b>summarizes team’s design approach</b>	5	4	3	2	1	0
d. Very clearly <b>summarizes &amp; depicts the key features of the apps final design.</b>	5	4	3	2	1	0
e. Very clearly <b>summarizes &amp; describes clients/users and potential market</b>	5	4	3	2	1	0
<b>Subtotal</b>	<b>/25</b>					
<b>Design Features &amp; Drawings.</b>						
a. <b>Key Features and Illustrations</b> of final app design are <b>detailed, clear, and concise</b> so users can easily make sense of information.	5	4	3	2	1	0
b. Visuals make effective use of <b>labels/arrows/pointers</b> to highlight features of device or data.	5	4	3	2	1	0
c. Contains no less than <b>two (2) screen shots</b> of the app - that clearly illustrates the <b>outward appearance</b> of final design as well as key design considerations.	5	4	3	2	1	0
d. Contains and clearly shows at least <b>two (2) snips/pictures of relevant coding samples</b>	5	4	3	2	1	0
<b>Subtotal</b>	<b>/20</b>					
<b>Concepts &amp; Analysis.</b>						
a. Clearly explains the <b>background concept(s)</b> of the app (i.e. what is it about).	5	4	3	2	1	0
b. <b>Data Table/Graphs</b> are used effectively show important data related to app and market	5	4	3	2	1	0
c. Clearly shows the <b>design’s strengths &amp; at least two (2) challenges that could be addressed in the next version of the app.</b>	5	4	3	2	1	0
d. <b>Recommendations</b> include at least three (3) ideas for future work.	5	4	3	2	1	0
<b>Subtotal</b>	<b>/20</b>					
<b>Aesthetics</b>						
a. <b>Compelling Layout:</b> Display captures attention very holds interest very effectively.	5	4	3	2	1	0
b. <b>Neatness:</b> Very good use of space, neat, uncluttered, very easy to follow.	5	4	3	2	1	0
c. <b>Title, Team, Size &amp; Sections.</b> For poster, trifold, PowerPoint, or Sway presentations: the visual must clearly and prominently display: App’s Title (large, clear, easy to identify), the official Tacoma MESA logo, School’s name, the first and last name all team members, and which age division the team belongs too (middle or high school).	5	4	3	2	1	0
<b>Subtotal</b>	<b>/15</b>					
<b>DISPLAY Total</b>	<b>/80</b>					

Comments:

Team:  
School:

## B. PRESENTATION CRITERIA (70 points)

**Overview:** Values circled reflect the degree of evidence for design goals: (5) Exceptional/Exceeds Standard When Possible; (4) Meets Very Effectively; (3) Meets Somewhat Effectively; (2) Almost Meets/Inaccurate or Unclear; (1) Attempts/Irrelevant; (0) No attempt.

<b>Introduction.</b>							
a. Clearly introduces each <b>team members, responsibilities &amp; overall vision.</b>	5	4	3	2	1	0	
b. <b>Clearly states problem or rationale</b> with <b>sufficient background</b> about the app (key facts, conditions, events prior to project, & any previous work).	5	4	3	2	1	0	
c. Introduction is <b>original and informs, engages, and “hooks”</b> audience	5	4	3	2	1	0	
<b>Subtotal</b>							<b>/15</b>
<b>Technical Information.</b>							
a. <b>Team uses pseudo code &amp; technical language</b> to explain how important parts of the app work	5	4	3	2	1	0	
b. Thorough description of App’s <b>scope including key design constraints</b>	5	4	3	2	1	0	
c. Clear explanation of <b>specific factors/ variables team focused on</b> and why	5	4	3	2	1	0	
d. Clear explanation of 2-3 <b>Technology challenges &amp; how the team dealt with those challenges</b>	5	4	3	2	1	0	
e. Team clearly explains how app <b>starts, works, and ends</b>	5	4	3	2	1	0	
<b>Subtotal</b>							<b>/25</b>
<b>Design Process / Approach.</b>							
a. Brief overview of team’s design <b>approach, methods</b> and <b>timeline</b>	5	4	3	2	1	0	
b. Clear explanation of <b>how research, design &amp; testing informed at least four (4) design choices.</b>	5	4	3	2	1	0	
c. <b>Effectively uses team created resources</b> (such as exerts from Engineering Design Notebook, flowcharts, emails, texts, etc.) as <b>visual aids and supporting documentation</b> from at least two (2) sources	5	4	3	2	1	0	
<b>Subtotal</b>							<b>/15</b>
<b>Visual Overall.</b>							
a. Quality of display shows attention to detail, is well planned, and generally appealing.	5	4	3	2	1	0	
b. <b>All text, images, and video is both clear and easy to read/see</b>	5	4	3	2	1	0	
c. Display is <b>Engaging, shows great Effort, helps user Focus, &amp; enhances Flow of info.</b>	5	4	3	2	1	0	
<b>Subtotal</b>							<b>/15</b>
<b>Presentation Total (Pre-deduction)</b>							<b>/70</b>
<b>Deductions</b> (5 pts if not wearing T-shirt; 5 pts if not within time limits)							<b>/10</b>
<b>PRESENTATION Total</b>							<b>/70</b>

<b>Combined Display TOTAL:</b> (Display _____ + Presentation _____ )	<b>/150</b>
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Judge Name:

Comments:



# PITCH SCORING CRITERIA

Team:  
School:

**Overview:** Values circled reflect the degree of evidence for pitch goals: (5) Exceptional/Exceeds Standard When Possible; (4) Meets Very Effectively; (3) Meets Somewhat Effectively; (2) Almost Meets/Inaccurate or Unclear; (1) Attempts/Irrelevant; (0) No attempt.

Explanation Of App						
a. Clearly explains purpose of app (i.e. game, productivity tool, data gathering, etc).	5	4	3	2	1	0
b. <b>Describes</b> other <b>similar apps &amp; details</b> how their app is <b>different, unique, or superior</b>	5	4	3	2	1	0
c. Explains targeted users and analysis of market.	5	4	3	2	1	0
d. Clearly <b>articulates and demonstrates</b> how to use/play app	5	4	3	2	1	0
e. Clearly explains the <b>testing procedures</b> . Includes 2-3 relevant diagrams/pictures/data.	5	4	3	2	1	0
f. Clearly explains how <b>data and user feedback informed design choices</b> .	5	4	3	2	1	0
<b>Subtotal</b>	<b>/30</b>					
Economics						
a. Team fully explains the <b>anticipated pricing point</b> for their product or other revenue generating if it is not being sold (ads, grants, subscriptions, etc.).	5	4	3	2	1	0
b. Team explains <b>logos, names, catchphrases, &amp; other branding/advertisement ideas</b>	5	4	3	2	1	0
c. Team explains long term <b>strategic plan</b> for their app	5	4	3	2	1	0
d. Team <b>explains time, resources, and man power spent</b> on creating their app	5	4	3	2	1	0
e. Team's pitch is <b>economically sound and engages audience</b>	5	4	3	2	1	0
<b>Subtotal</b>	<b>/25</b>					
Quality & Judges Questions						
a. Pitch is <b>informative, engaging, and persuasive</b> in nature	5	4	3	2	1	0
b. Team clearly demonstrates <b>understanding of their app &amp; computer science</b> concepts	5	4	3	2	1	0
c. Quality of pitch is proportional to the quality of the app and shows preparation	5	4	3	2	1	0
d. Team can <b>effectively answer audience and judge's questions</b>	5	4	3	2	1	0
e. Team shows <b>creativity and originality</b> in pitch	5	4	3	2	1	0
<b>Subtotal</b>	<b>/25</b>					
Communication						
a. ALL students <b>share equally in presentation</b> . Student <b>demeanor &amp; appearance</b> well suited for event.	5	4	3	2	1	0
b. <b>ALL voices heard &amp; understood</b> . <b>Eye contact</b> is distributed across the audience	5	4	3	2	1	0
c. <b>Engaging Focus &amp; Flow</b> . Team stayed very focused on the topic & transitioned very smoothly from point to point. <b>Engaging</b> activities & discussion captured & maintained audience/judge attention very well.	5	4	3	2	1	0
d. Grammar, word choice, and transitions are appropriate to standard business English throughout the pitch	5	4	3	2	1	0
<b>Subtotal</b>	<b>/20</b>					
<b>TOTAL</b>	<b>/100</b>					

Judge Name

Comments:



**TECHNICAL PAPER SCORING CRITERIA**  
Tacoma MESA App Challenge

Team:
School:

**Overview:** Values circled reflect the degree of evidence for design goals: (5) Exceptional/Exceeds Standard When Possible; (4) Meets Very Effectively; (3) Meets Somewhat Effectively; (2) Almost Meets/Inaccurate or Unclear; (1) Attempts/Irrelevant; (0) No attempt. *Please note: to meet any design goal below, all aspects listed in the standard (i.e. row) must be met.*

<b>Discussion of Design Process Methods / Approach. (30)</b> a-Design Process , b-Roles, c-Efficacy of each stage, d- Notebook Quality, e-Testing Procedures, f- reason for design choices.						
g. Clear overview of team’s <b>design process</b> .	5	4	3	2	1	0
h. <b>Details roles</b> of all team members at all stages of design.	5	4	3	2	1	0
i. Details <b>nature &amp; efficacy of each stage</b> of design process reflects (including brainstorming, use of Lucid Chart, paper-prototyping, etc).	5	4	3	2	1	0
j. At least 3 tidy, scanned/photocopied <b>images from design notebooks</b> reflecting thoroughness & planning.	5	4	3	2	1	0
k. Very clear description of <b>testing procedures</b> . Includes 2-3 relevant diagrams or pictures.	5	4	3	2	1	0
l. Clearly explains <b>how design process/testing informed all major design choices</b> .	5	4	3	2	1	0
<b>Subtotal</b>	<b>/30</b>					
<b>Concepts &amp; Analysis. (25)</b> a- Technical Concepts, c-Data Presented Visually, d-Data exploration, e- all design variables, f- specific variables.						
f. Precise, succinct explanation of at least three (3) Technical challenges/solutions, including advanced concepts if used.	5	4	3	2	1	0
g. Very relevant <b>screen shots and coding samples</b> for each major design prototype or modification. Includes at least 3.	5	4	3	2	1	0
h. Paper includes related data analysis or operations used to <b>explore the data</b> (number of screens/process, processing speeds, etc.).	5	4	3	2	1	0
i. All relevant <b>design variables</b> clearly explained, including those not addressed (app format, in-app tools, etc.).	5	4	3	2	1	0
j. Clear explanation of <b>specific variables</b> team addressed/optimized for and why (see c).	5	4	3	2	1	0
<b>Subtotal</b>	<b>/25</b>					
<b>Quality &amp; Thoroughness. (25)</b> a-All Support Sections, b- Extra Mile, c- Cost-Labor Summary, d-Full Cost Documentation, e-Relevant Bibliography						
f. <b>All Supporting Sections included:</b> References (related to background information and function options), Acknowledgments, Appendix (related graphics and photos).	5	4	3	2	1	0
g. Clear description of team’s considerations regarding project choice (real world problem, feasibility) made to be more conscientious in ensuring design’s quality went beyond the call of the specifications.	5	4	3	2	1	0
h. <b>Labor Summary.</b> Very detailed list of student time commitment as well as volunteer support.	5	4	3	2	1	0
i. <b>Justification</b> for anticipated retail value (if sold through Apple, Google, etc.).	5	4	3	2	1	0
j. <b>Bibliography:</b> 2-3 highly relevant sources that are appropriately formatted (APA, IEEE, or other standard format).	5	4	3	2	1	0
<b>Subtotal</b>	<b>/25</b>					
<b>Conventions. (10)</b> a-Length, b-Sections, c-Title Page, d-Font & Layout, e- Grammar. <i>In this section only, a two (2) reflects fully meeting the standard; a one (1) reflects that it was almost met; and a zero (0) reflects zero evidence addressing the standard.</i>						
e. Length: 5-10 pages (not including cover, title page & appendix)			3	2	1	0
f. All Key Sections Are Present & Sufficient			3	2	1	0
g. Title page includes authors/team members, school, MESA state & date				2	1	0
h. Font & Layout: double-spaced, 12, Times New Roman. 1” margins.				2	1	0
i. Grammar, spelling, sentence, paragraphing & transition usage are appropriate to standard business English throughout the paper.	5	4	3	2	1	0
j. Transitions are smooth, headings are clear and make sense, and overall paper is well written	5	4	3	2	1	0
<b>Subtotal</b>	<b>/20</b>					
<i>Judge Name:</i>	<b>TOTAL</b>					<b>/100</b>

Comments: