



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



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.

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

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.

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

Combined Display TOTAL: (Display _____ + Presentation _____)	/150
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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. Describes other similar apps & details how their app is different, unique, or superior	5	4	3	2	1	0
c. Explains targeted users and analysis of market.	5	4	3	2	1	0
d. Clearly articulates and demonstrates how to use/play app	5	4	3	2	1	0
e. Clearly explains the testing procedures . Includes 2-3 relevant diagrams/pictures/data.	5	4	3	2	1	0
f. Clearly explains how data and user feedback informed design choices .	5	4	3	2	1	0
Subtotal	/30					
Economics						
a. Team fully explains the anticipated pricing point 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 logos, names, catchphrases, & other branding/advertisement ideas	5	4	3	2	1	0
c. Team explains long term strategic plan for their app	5	4	3	2	1	0
d. Team explains time, resources, and man power spent on creating their app	5	4	3	2	1	0
e. Team's pitch is economically sound and engages audience	5	4	3	2	1	0
Subtotal	/25					
Quality & Judges Questions						
a. Pitch is informative, engaging, and persuasive in nature	5	4	3	2	1	0
b. Team clearly demonstrates understanding of their app & computer science 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 effectively answer audience and judge's questions	5	4	3	2	1	0
e. Team shows creativity and originality in pitch	5	4	3	2	1	0
Subtotal	/25					
Communication						
a. ALL students share equally in presentation . Student demeanor & appearance well suited for event.	5	4	3	2	1	0
b. ALL voices heard & understood . Eye contact is distributed across the audience	5	4	3	2	1	0
c. Engaging Focus & Flow . Team stayed very focused on the topic & transitioned very smoothly from point to point. Engaging 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
Subtotal	/20					
TOTAL	/100					

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.*

Discussion of Design Process Methods / Approach. (30) 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 design process .	5	4	3	2	1	0
h. Details roles of all team members at all stages of design.	5	4	3	2	1	0
i. Details nature & efficacy of each stage 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 images from design notebooks reflecting thoroughness & planning.	5	4	3	2	1	0
k. Very clear description of testing procedures . Includes 2-3 relevant diagrams or pictures.	5	4	3	2	1	0
l. Clearly explains how design process/testing informed all major design choices .	5	4	3	2	1	0
Subtotal	/30					
Concepts & Analysis. (25) 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 screen shots and coding samples 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 explore the data (number of screens/process, processing speeds, etc.).	5	4	3	2	1	0
i. All relevant design variables clearly explained, including those not addressed (app format, in-app tools, etc.).	5	4	3	2	1	0
j. Clear explanation of specific variables team addressed/optimized for and why (see c).	5	4	3	2	1	0
Subtotal	/25					
Quality & Thoroughness. (25) a-All Support Sections, b- Extra Mile, c- Cost-Labor Summary, d-Full Cost Documentation, e-Relevant Bibliography						
f. All Supporting Sections included: 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. Labor Summary. Very detailed list of student time commitment as well as volunteer support.	5	4	3	2	1	0
i. Justification for anticipated retail value (if sold through Apple, Google, etc.).	5	4	3	2	1	0
j. Bibliography: 2-3 highly relevant sources that are appropriately formatted (APA, IEEE, or other standard format).	5	4	3	2	1	0
Subtotal	/25					
Conventions. (10) 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
Subtotal	/20					
<i>Judge Name:</i>	TOTAL					/100

Comments: