Solution Approach to the Problem	Marks Category
The solution does not address the requirements for the given Industry/Society problem.	1 to 1.5
The solution only solves a generic technical / IT problem	
The solution partly addresses the given Industry/ Societys problem.	2 to 3
The chosen approach is basic with many known available solutions.	
The solution provides a unique approach to the Industry/ Society's problem, but it may not be extendable into a platform for larger impact. The team has focused entirely on solving the specified problem in hand.	3.5 to 4
The solution completely drives new business model/socital engagement using software/technology driven methodology for the specific domain (e.g. what Uber/Paytm did in their domain).	4.5 to 5
The solution has the capability to extend into a platform for larger Impact.	
The team has thought through the problem to the end and considered all aspects pertaining to the solution.	

Ambitiousness/Complexity/Impact Factor	Marks Category
Simple problem statement requiring very little technical input (e.g. building an App with very little server side components OR building a simple Web page/Website).	1 to 1.5
Medium Ambitious problem, requires a reasonable effort on both client side and server side. For the market, the problem is real and they welcome the solution, but it is not an immediate/Top priority to address.	2 to 3
Fairly Complex problem – requires significant effort on client and server sides. Team has demonstrated their Ambitiousness by selecting to work on the problem. The team has implemented a small subset of the problem and hence its impact to the Industry/ Society is minimal. Significant additional effort is needed to implement the solution for the Industry/ Society.	3.5 to 4
Fairly Complex problem and team has implemented a significant subset of the problem. Problem is very important to the Ministry and the Ministry can Implement the Solution with minimal additional efforts.	4.5 to 5

Technology and Innovations Attributes	Marks Category
Not an innovative solution, it is regular web portal or desktop app.	1 to 1.5
Solution is innovative and uses concepts like mobile first/cloud first and API level integrations.	2 to 3
Solution has been innovatively designed using latest technologies e.g. India-stack, block-chain, machine learning, data insights, human machine interface etc.	3.5 to 4
Solution is well thought out and is something extremely unique. It has very innovative approach - effective use of multiple latest technologies (e.g. listed above).	4.5 to 5

Execution Attributes	Marks Category
No working demo	1 to 1.5
Few screens but not integrated	
Partial working demo to be able to showcase solution to the problem.	2 to 3
Integration of code/development was there but not end to end. Demoed multiple parts separately.	
Usable and working demo however it was small and felt some development missing.	3.5 to 4
Some of NFRs (Security, Performance) are also considered while implementation	
Completely working prototype of demo which can be repetitively executed (significant amount of coding or development might have gone in place).	4.5 to 5
Most of NFRs (Security, Performance) considered while implementation	

User Experience Attributes	Marks Category
Not Useful – Personas(*), journey map not defined	1 to 1.5
Not Usable - Confusing navigation, too many clicks, poor execution of UI	
Not Desirable - Negative first impression, will not motivate personas / users	
* Personas - Personas are fictional characters created to represent the different user types that might use a site, brand, or product in a similar way.	
Partly Useful - Personas identified but not clearly detailed out	2 to 3
Partly Usable - Confusing navigation, too many clicks, average execution of UI	
Partly Desirable - Average first impression, just another app for personas / users	
Useful - Detailed Personas (one or many), detailed journey maps	3.5 to 4
Usable - Easy to navigate, simple layouts, followed UI patterns, efficient for users	
Desirable - Positive first impression, will motivate personas / users	
Extremely Useful - Well Detailed Personas (one or many), detailed journey maps	4.5 to 5
Extremely Usable - Super easy to navigation, followed UI patterns, efficient for users	
Extremely Desirable - Very positive first impression, will certainly motivate personas / users	