



MessageAI Rubric

Total Points: 100

Section 1: Core Messaging Infrastructure (35 points)

Real-Time Message Delivery (12 points)

Excellent (11-12 points)

- Sub-200ms message delivery on good network
- Messages appear instantly for all online users
- Zero visible lag during rapid messaging (20+ messages)
- Typing indicators work smoothly
- Presence updates (online/offline) sync immediately

Good (9-10 points)

- Consistent delivery under 300ms
- Occasional minor delays with heavy load
- Typing indicators mostly responsive

Satisfactory (6-8 points)

- Messages deliver but noticeable delays (300-500ms)
- Some lag during rapid messaging
- Typing indicators work but laggy

Poor (0-5 points)

- Inconsistent delivery

- Frequent delays over 500ms
- Broken under concurrent messaging

Offline Support & Persistence (12 points)

Excellent (11-12 points)

- User goes offline → messages queue locally → send when reconnected
- App force-quit → reopen → full chat history preserved
- Messages sent while offline appear for other users once online
- Network drop (30s+) → auto-reconnects with complete sync
- Clear UI indicators for connection status and pending messages
- Sub-1 second sync time after reconnection

Good (9-10 points)

- Offline queuing works for most scenarios
- Reconnection works but may lose last 1-2 messages
- Connection status shown
- Minor sync delays (2-3 seconds)

Satisfactory (6-8 points)

- Basic offline support but loses some messages
- Reconnection requires manual refresh
- Inconsistent persistence
- Slow sync (5+ seconds)

Poor (0-5 points)

- Messages lost when offline
- Reconnection fails frequently
- App restart loses recent messages
- No connection indicators

Testing Scenarios:

1. Send 5 messages while offline → go online → all messages deliver
2. Force quit app mid-conversation → reopen → chat history intact
3. Network drop for 30 seconds → messages queue and sync on reconnect
4. Receive messages while offline → see them immediately when online

Group Chat Functionality (11 points)

Excellent (10-11 points)

- 3+ users can message simultaneously
- Clear message attribution (names/avatars)
- Read receipts show who's read each message
- Typing indicators work with multiple users
- Group member list with online status
- Smooth performance with active conversation

Good (8-9 points)

- Group chat works for 3-4 users
- Good message attribution
- Read receipts mostly work
- Minor issues under heavy use

Satisfactory (5-7 points)

- Basic group chat functionality
- Attribution works but unclear
- Read receipts unreliable
- Performance degrades with 4+ users

Poor (0-4 points)

- Group chat broken or unusable
- Messages get mixed up
- Can't tell who sent what
- Crashes with multiple users

Section 2: Mobile App Quality (20 points)

Mobile Lifecycle Handling (8 points)

Excellent (7-8 points)

- App backgrounding → WebSocket maintains or reconnects instantly
- Foregrounding → instant sync of missed messages
- Push notifications work when app is closed
- No messages lost during lifecycle transitions
- Battery efficient (no excessive background activity)

Good (5-6 points)

- Lifecycle mostly handled
- Reconnection takes 2-3 seconds
- Push notifications work

- Minor sync delays

Satisfactory (3-4 points)

- Basic lifecycle support
- Slow reconnection (5+ seconds)
- Push notifications unreliable
- Some message loss

Poor (0-2 points)

- Backgrounding breaks connection
- Manual restart required
- Push notifications don't work
- Frequent message loss

Performance & UX (12 points)

Excellent (11-12 points)

- App launch to chat screen <2 seconds
- Smooth 60 FPS scrolling through 1000+ messages
- Optimistic UI updates (messages appear instantly before server confirm)
- Images load progressively with placeholders
- Keyboard handling perfect (no UI jank)
- Professional layout and transitions

Good (9-10 points)

- Launch under 3 seconds
- Smooth scrolling through 500+ messages
- Optimistic updates work
- Good keyboard handling
- Minor layout issues

Satisfactory (6-8 points)

- Launch 3-5 seconds
- Scrolling smooth for 200+ messages
- Some optimistic updates
- Keyboard causes minor issues
- Basic layout

Poor (0-5 points)

- Slow launch (5+ seconds)

- Laggy scrolling
- No optimistic updates
- Keyboard breaks UI
- Janky or missing components

Section 3: AI Features Implementation (30 points)

Required AI Features for Chosen Persona (15 points)

Excellent (14-15 points)

- All 5 required AI features implemented and working excellently
- Features genuinely useful for persona's pain points
- Natural language commands work 90%+ of the time
- Fast response times (<2s for simple commands)
- Clean UI integration (contextual menus, chat interface, or hybrid)
- Clear loading states and error handling

Good (11-13 points)

- All 5 features implemented and working well
- 80%+ command accuracy
- Response times 2-3 seconds
- Good UI integration
- Basic error handling

Satisfactory (8-10 points)

- All 5 features present but quality varies
- 60-70% command accuracy
- Response times 3-5 seconds
- Basic UI integration
- Limited error handling

Poor (0-7 points)

- Missing required features
- Poor accuracy (<60%)
- Slow responses (5+ seconds)
- Broken or confusing UI
- No error handling

Feature Evaluation by Persona:

Remote Team Professional:

1. Thread summarization captures key points
2. Action items correctly extracted
3. Smart search finds relevant messages
4. Priority detection flags urgent messages accurately
5. Decision tracking surfaces agreed-upon decisions

International Communicator:

1. Real-time translation accurate and natural
2. Language detection works automatically
3. Cultural context hints actually helpful
4. Formality adjustment produces appropriate tone
5. Slang/idiom explanations clear

Busy Parent/Caregiver:

1. Calendar extraction finds dates/times correctly
2. Decision summarization captures group consensus
3. Priority highlighting surfaces urgent info
4. RSVP tracking accurate
5. Deadline extraction finds commitments

Content Creator/Influencer:

1. Auto-categorization sorts correctly
2. Response drafting matches creator's voice
3. FAQ auto-responder handles common questions
4. Sentiment analysis flags concerning messages
5. Collaboration scoring identifies opportunities

Persona Fit & Relevance (5 points)

Excellent (5 points)

- AI features clearly map to real pain points of the chosen persona.
- Each feature demonstrates daily usefulness and contextual value.
- The overall experience feels purpose-built for that user type.

Good (4 points)

- Most features solve relevant persona challenges; some may feel generic but alignment is clear.

Satisfactory (3 points)

- Features work technically but their practical benefit to the persona is unclear or inconsistent.

Poor (0–2 points)

- AI features are generic or misaligned with persona needs; little connection to stated pain points.

Advanced AI Capability (10 points)

Excellent (9-10points)

- Advanced capability fully implemented and impressive
- **Multi-Step Agent:** Executes complex workflows autonomously, maintains context across 5+ steps, handles edge cases gracefully
- **Proactive Assistant:** Monitors conversations intelligently, triggers suggestions at right moments, learns from user feedback
- **Context-Aware Smart Replies:** Learns user style accurately, generates authentic-sounding replies, provides 3+ relevant options
- **Intelligent Processing:** Extracts structured data accurately, handles multilingual content, presents clear summaries
- Uses required agent framework correctly (if applicable)
- Response times meet targets (<15s for agents, <8s for others)
- Seamless integration with other features

Good (7-8 points)

- Advanced capability works well
- Handles most scenarios correctly
- Minor issues with edge cases
- Good framework usage
- Meets most performance targets

Satisfactory (5-6 points)

- Advanced capability functional but basic
- Limited scenarios covered
- Frequent edge case failures
- Framework used but not optimally
- Slow performance

Poor (0-4 points)

- Advanced capability broken or missing
- Doesn't work reliably
- Framework misused or not used

- Fails performance targets
- Poor integration

Section 4: Technical Implementation (10 points)

Architecture (5 points)

Excellent (5 points)

- Clean, well-organized code
- API keys secured (never exposed in mobile app)
- Function calling/tool use implemented correctly
- RAG pipeline for conversation context
- Rate limiting implemented
- Response streaming for long operations (if applicable)

Good (4 points)

- Solid app structure
- Keys mostly secure
- Function calling works
- Basic RAG implementation
- Minor organizational issues

Satisfactory (3 points)

- Functional app but messy
- Security gaps exist
- Function calling basic
- No RAG or very limited
- Needs improvement

Poor (0-2 points)

- Poor app organization
- Exposed API keys
- Function calling broken
- No RAG implementation
- Major security issues

Authentication & Data Management (5 points)

Excellent (5 points)

- Robust auth system (Firebase Auth, Auth0, or equivalent)

- Secure user management
- Proper session handling
- Local database (SQLite/Realm/SwiftData) implemented correctly
- Data sync logic handles conflicts
- User profiles with photos working

Good (4 points)

- Functional auth
- Good user management
- Basic sync logic
- Local storage works
- Minor issues

Satisfactory (3 points)

- Basic auth works
- User management limited
- Sync has issues
- Local storage basic
- Needs improvement

Poor (0-2 points)

- Broken authentication
- Poor user management
- Sync doesn't work
- No local storage
- Major vulnerabilities

Section 5: Documentation & Deployment (5 points)

Repository & Setup (3 points)

Excellent (3 points)

- Clear, comprehensive README
- Step-by-step setup instructions
- Architecture overview with diagrams
- Environment variables template
- Easy to run locally
- Code is well-commented

Good (2 points)

- Good README
- Setup mostly clear
- Architecture explained
- Can run with minor issues

Satisfactory (1 point)

- Basic README
- Setup unclear in places
- Minimal architecture docs
- Difficult to run

Poor (0 points)

- Missing or inadequate documentation
- Cannot be set up
- No architecture explanation

Deployment (2 points)

Excellent (2 points)

- App deployed to TestFlight/APK/Expo Go
- Or, app runs on emulator locally
- Works on real devices
- Fast and reliable

Good (1 point)

- Deployed but minor issues
- Accessible with some effort
- Works on most devices

Poor (0 points)

- Not deployed
- Deployment broken
- Cannot access or test

Section 6: Required Deliverables (Pass/Fail)

Demo Video (Required - Pass/Fail)

PASS Requirements: 5-7 minute video demonstrating:

- Real-time messaging between two physical devices (show both screens)
- Group chat with 3+ participants
- Offline scenario (go offline, receive messages, come online)
- App lifecycle (background, foreground, force quit)
- All 5 required AI features with clear examples
- Advanced AI capability with specific use cases
- Brief technical architecture explanation
- Clear audio and video quality

FAIL Penalty: Missing requirements OR poor quality OR not submitted = **-15 points**

Persona Brainlift (Required - Pass/Fail)

PASS Requirements: 1-page document including:

- Chosen persona and justification
- Specific pain points being addressed
- How each AI feature solves a real problem
- Key technical decisions made

FAIL Penalty: Missing or inadequate = **-10 points**

Social Post (Required - Pass/Fail)

PASS Requirements: Post on X or LinkedIn with:

- Brief description (2-3 sentences)
- Key features and persona
- Demo video or screenshots
- Link to GitHub
- Tag @GauntletAI

FAIL Penalty: Not posted = **-5 points**

Bonus Points (Maximum +10)

Innovation (+3 points)

- Novel AI features beyond requirements
- Examples: Voice message transcription with AI, smart message clustering, conversation insights dashboard, AI-powered search with semantic understanding

Polish (+3 points)

- Exceptional UX/UI design

- Smooth animations throughout
- Professional design system
- Delightful micro-interactions
- Dark mode support
- Accessibility features

Technical Excellence (+2 points)

- Advanced offline-first architecture (CRDTs, OT)
- Exceptional performance (handles 5000+ messages smoothly)
- Sophisticated error recovery
- Comprehensive test coverage

Advanced Features (+2 points)

- Voice messages
- Message reactions
- Rich media previews (link unfurling)
- Advanced search with filters
- Message threading

Grade Scale

A (90-100 points): Exceptional implementation, exceeds targets, production-ready quality, persona needs clearly addressed

B (80-89 points): Strong implementation, meets all core requirements, good quality, useful AI features

C (70-79 points): Functional implementation, meets most requirements, acceptable quality, basic AI features work

D (60-69 points): Basic implementation, significant gaps, needs improvement, AI features limited

F (<60 points): Does not meet minimum requirements, major issues, broken functionality