UI/UX App Evaluation Criteria:

Purpose:

* To what degree does it help people?
* Does it have a clear audience?
* Does it solve real problems for users?
* Is there market diversity?
* Is the user persona incorporated?
* How many people is it likely to help?

Functionality:

* How easy is it to use!?
* Is the navigation clearly organized?
* Is the layout fluid - responsive?
* What's the overall usefulness?

Scale-ability:

* Is it expandable?
* What is its lifespan or longevity?

"Four-minute" pitches:

1. Cloudbear app - Victor: POKER POINTS = 7.71

What:

* Create a relationship with the user
* Defined goals
* Time-based goals and tasks
* Expansive usefulness
* Frustration / anxiety reduction tool

Who: via research with peers and for people who require assistance with organization or experience anxiety

1. Hiking Trip Organizer app - Keli: POKER POINTS = 7.43

What:

* Organize lists of members
* Centralized contact point for members
* Increase group participation
* Closed group for privacy and powerful community building
* Easy to use by its members and organizers

Who: Peers and diverse age groups. Busy, women-oriented outdoor enthusiasts. Enhance relationships in a fun way without cumbersome interface. Members only - login / signup form.

1. "Walkable" app - Stephanie: POKER POINTS = 7

What:

* Factor time constraints
* Detect potential hazards and/or delays
* Save favorites
* Track used paths - compare A vs B routes
* Share favorites or save for private use
* Competes with WAYZ or G-Maps
* Custom filterable paths - highlight destinations, sites, and time-based routes

Who: Urban commuters with limited time and money. Not into public transit. Already accustomed to tech.

1. Meal planning / reminder app - Tasha: POKER POINTS = 7

What:

* Sign in and schedule shopping on calendar
* Input basic food groups and/or ingredients
* Recipe suggestions from API - save, edit and create recipes
* Schedule eating - don't forget and don't overdo to catch up
* Avoid junk food and binging
* Improve personal output by being and eating healthier

Who: Family providers, working professionals who need help organizing meals, busy workers and students. People who need help managing time.

1. Bedtime app - Ryan: POKER POINTS = 7

What:

* Managing sleeping schedules - increases physical performance
* Avoid "blue light" sleep disorders
* Sign in and schedule sleep and wake times with reminders
* Syncs to Google Calendar or Apple device
* Notifications attempt to reduce phone use during scheduled down time

Who: Working professionals and students. People who need help managing phone use - social media bingers!

1. App organizer / cross platform organization app - Steele: POKER POINTS = 7.29

What:

* A hub to organize apps from diverse platforms: mobile ← → desktop
* Creates common usage terminology for users
* Links school and work usages
* Syncs to Google Calendar or Apple device

Who: Working professionals and students. Network users who need to connect outside of regular office or workspaces.

1. Meal planning app - Jeffrey: POKER POINTS = 6.86

What:

* Push notifications re: prepping food
* Saves recipes, videos, ingredient lists
* Create and share meal plans with network
* Try new and interesting meals with social group
* Planning, organizing, and sticking to a plan - rewards for adhering to a system
* Iron Chef-like challenge - work with ingredients on hand

Who: Busy working professionals and students. People who want to branch out and make eating more of a creative process.

Team 1: "Cloudbear"

*One word - not CamelCase* To Do list / organization app

Victor, Henry, Ryan & Tasha

Team 2:

A social group-hiking trip organizer

Keli, Katlyn & Jeffrey

Team 3:

A cross-platform app organization tool

Steele, Jen & Stephanie