

2024 Showcase Rubric



		Score				
Category		Excellent (9 - 10)	Effective (7 - 8)	Satisfactory (5 - 6)	Developing (3 - 4)	Minimal (1 - 2)
Design	Technical Functionality Does the product introduce a new/unique approach or perspective?	The project successfully solves a highly interesting, technically complex problem. No errors or major omissions are present.	The project successfully solves a fairly interesting, technically complex problem. 1 or 2 errors or omissions are present.	The project successfully solves a problem, but the functionality lacks complexity and polish. Errors and omissions are noticeable.	The project attempts to solve a problem, but does not entirely succeed. Frequent errors or omissions distract from the functionality.	The project fails to solve the problem. Errors and omissions greatly impair the functionality.
	User Friendliness Is the product easy to use and intuitive? Is it accessible?	<p>The design is very user friendly and the steps to complete desired tasks are very clear and intuitive. The main interface of the project is easily accessible.</p> <p>The design/ features are thoroughly validated by comprehensive user research.</p>	<p>The design is mostly user friendly and the steps to complete desired tasks are clear and intuitive. A couple minor ambiguities may exist.</p> <p>The design/ features are mostly validated by user research.</p>	<p>The design is somewhat user friendly and the steps to complete desired tasks are mostly clear and intuitive. Several ambiguities and omissions exist that may confuse users.</p> <p>The design/ features are somewhat validated by user research.</p>	<p>The design is somewhat difficult to use and the steps to complete desired tasks are somewhat unclear or unintuitive. Frequent ambiguities and omissions reduce usability.</p> <p>The design/ features need to be further validated by user research.</p>	<p>The design is very difficult to use and the steps to complete desired tasks are very unclear. Major ambiguities and omissions greatly reduce usability.</p> <p>The design/ features are not validated by user research.</p>
Strategy	Presentation Quality Is the presentation visually appealing and effectively illustrates ideas? Is the delivery clear, concise and professional?	<p>The layout and use of graphical elements are very well-formatted and meaningful, contributing to an exceptional overall aesthetic.</p> <p>The presentation is very well organized, logical in structure, and flows well. The presentation is engaging and the speakers communicate clearly. The presentation does not exceed the allotted time.</p>	<p>The layout and use of graphical elements are mostly well-formatted and meaningful, contributing to a good overall aesthetic.</p> <p>The presentation is organized, but structure or flow are somewhat lacking. The presentation is fairly engaging. The speakers communicate clearly for most of the presentation. The presentation does not exceed the allotted time.</p>	<p>The layout and use of graphical elements are occasionally well-formatted and meaningful, contributing to a functional aesthetic.</p> <p>The presentation lacks some organization, structure, and flow. The presentation is not engaging. The speakers lack clear communication. The presentation exceeds the allotted time.</p>	<p>The layout and use of graphical elements may lack formatting and cohesion, and the overall aesthetic is bland with noticeable issues.</p> <p>The presentation lacks any organization, structure, and/or flow. The presentation is not engaging. The speakers lack clear communication. The presentation exceeds the allotted time.</p>	<p>The visuals are poorly developed. Graphical elements lack formatting and meaning, and the overall aesthetic is unappealing.</p> <p>The presentation is insufficient, unclear, and poorly executed.</p>
	Business & Strategy Does the product introduce a new/unique approach or perspective?	<p>Clear effort has been put into the business plan, which is explained well and includes:</p> <ul style="list-style-type: none"> • Problem and unique value proposition • Market research and competition • Target market and users • A financial model 	Key components of the business plan are presented, but some clarity and details are missing.	The business plan is presented but lacks noticeable details.	Most components of the business plan are missing.	No business plan aspects are presented.