

Project 1: Tool Analysis - Jackson Jacobson

Introduction

Our team is developing a lightweight, customizable **Presentation Scoring Tool** to help instructors and peers provide real-time, structured feedback during student presentations. The tool will allow evaluators to score presenters across customizable criteria, leave anonymous comments, and view data visualizations instantly after submission. To better understand the design space and identify opportunities for innovation, I analyzed two widely used tools with overlapping capabilities: **Mentimeter** and **Google Forms + Sheets**. While each supports live input or feedback collection, they both have limitations when used specifically for structured, rubric-based presentation scoring.

Tool 1: Mentimeter

Mentimeter is a web-based interactive presentation platform that allows presenters to collect real-time input from an audience. Instructors can add polls, quizzes, word clouds, and **rating slides** to a live presentation. These inputs are collected instantly and visualized in real-time on a shared screen, making it a popular tool for in-class engagement.

Key Features:

- Real-time rating and polling options
- Interactive charts and visualizations
- Mobile-friendly with QR code access
- No login required for participants

Strengths:

- **Highly interactive and visual**, with engaging live updates
- **Very accessible** participants can join quickly with a code
- **Excellent for real-time polling and rating questions**
- **Mobile-responsive UI**, works well across devices

Weaknesses:

- Not designed for **rubric-based scoring** with multiple criteria
- Lacks the ability to **leave written feedback or comments**

- Limited customization of **scoring scales** and question types for evaluations
- Free version restricts question quantity and advanced features

Tool 2: Google Forms + Google Sheets

Google Forms, paired with **Google Sheets**, is a common DIY method for collecting structured presentation feedback. Instructors or event organizers create a form with fields like "Clarity," "Delivery," and "Confidence" (each on a 1–5 scale), and optionally include short-answer sections for comments. Responses are logged instantly in Google Sheets, where charts can be generated manually.

Key Features:

- Customizable rating scales (1–5, multiple choice, sliders)
- Optional written comments
- Responses auto-collected in Google Sheets
- Free, with no need for accounts for participants

Strengths:

- **Highly flexible** users can create their own scoring rubrics
- **Easy to share and deploy** across devices
- Supports both **quantitative and qualitative feedback**
- **Free to use** with Google account integration

Weaknesses:

- No **built-in visual dashboards** charts must be manually created in Sheets
- UI is not optimized for **live or rapid scoring** (especially on mobile)
- Lacks **real-time score aggregation and display** during the presentation
- Feedback is **delayed** unless manually refreshed in the spreadsheet

Comparison and Opportunities for Innovation

While Mentimeter excels at **real-time audience interaction** and Google Forms is strong in **flexible rubric creation**, both tools fall short in combining the two: **real-time, structured scoring with instant visual summaries and optional anonymous feedback**.

Our Presentation Scoring Tool will bridge this gap by offering:

- A **customizable scoring form** with multiple criteria (e.g., Clarity, Delivery, Confidence)
- **Live data visualization** (bar charts, average scores, etc.) after each submission
- An **option for anonymous written feedback**
- **Presenter-facing summary reports** generated automatically
- A clean, **mobile-friendly interface** for quick evaluations in real-time
- No account requirement or setup overhead just click, score, and see results

Additionally, while Google Forms relies on external tools (Sheets) for charting, and Mentimeter lacks structured feedback support, our tool will **integrate both score collection and visual feedback into a single, streamlined experience** tailored for classrooms or group evaluations.

Conclusion

Mentimeter and Google Forms are valuable tools in educational and presentation settings, but they each solve only part of the presentation scoring problem. Mentimeter is great for live interaction, but not rubric-based assessments. Google Forms supports flexible scoring but lacks real-time visualization. By combining the best of both **real-time scoring, customizable rubrics, and visual feedback** our team has the opportunity to create a focused tool that directly supports instructors and students in delivering and evaluating presentations more effectively.