



Final Demo Day Judging Rubric

Judge Name: _____

Client Name: _____

Directions: Circle the score that best reflects your opinion of the contestant's skill level in each category.

| | Exceeds Expectations | Meets Expectations | Below Expectations | Little/ No Value |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------|--------------------|--------------------|------------------|
| Client Challenge Understanding | 4 | 3 | 2 | 1 |
| <ul style="list-style-type: none"><input type="checkbox"/> The team clearly understands their role as the technology consultant, not the client themselves.<input type="checkbox"/> The team addresses the client's challenge and offers a good website solution to that challenge.<input type="checkbox"/> The team delivers a compelling story about their client's website as it relates to business needs.<input type="checkbox"/> The team clearly explains why users would view the new client website. | | | | |
| NOTES: | | | | |
| | Exceeds Expectations | Meets Expectations | Below Expectations | Little/ No Value |
| Website Organization & Content | 4 | 3 | 2 | 1 |
| <ul style="list-style-type: none"><input type="checkbox"/> The website contains a navbar, header, footer and other relevant sections pertaining to the client.<input type="checkbox"/> The order and flow of the website is well thought out.<input type="checkbox"/> Each section of the website is clearly described, including detailed features and benefits to the client.<input type="checkbox"/> The layout and content of the client's website is clean and cohesive. | | | | |
| NOTES: | | | | |
| | Exceeds Expectations | Meets Expectations | Below Expectations | Little/ No Value |
| User Experience & Functionality | 4 | 3 | 2 | 1 |
| <ul style="list-style-type: none"><input type="checkbox"/> The team demonstrates 3 or more compelling features for the success of the client's website.<input type="checkbox"/> The team designed the client's website sections so they were legible and aligned in text and images.<input type="checkbox"/> The team's choice of color schemes and font choices for the website are consistent and legible.<input type="checkbox"/> The team demonstrates any interactive buttons and future features, even if not fully developed. | | | | |

NOTES:

| | Exceeds Expectations | Meets Expectations | Below Expectations | Little/ No Value |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------|--------------------|--------------------|------------------|
| Presentation Skills | 4 | 3 | 2 | 1 |
| <input type="checkbox"/> The team maintained the audience's attention by speaking clearly and making eye contact. <input type="checkbox"/> The team demonstrated self-confidence through the command of material presented. <input type="checkbox"/> The team clearly provided well-considered and relevant answers to judge's questions. <input type="checkbox"/> The team clearly assigned each member a role to play and deliver on in the presentation. | | | | |
| NOTES: | | | | |

Preliminary Score: Record your initial scores in the chart below and calculate the total. These scores will be collected prior to the judges' deliberation.

| | Client Challenge Understanding | Website Organization & Content | User Experience & Functionality | Presentation Skills | TOTAL |
|-------------------|--------------------------------|--------------------------------|---------------------------------|---------------------|-------|
| Preliminary Score | | | | | |

Final Score: Upon further reflection and after listening to the opinions of fellow judges in the debriefing session, each judge will have the right to change his/her scores once. Once changed, the scores are final.

| | Client Challenge Understanding | Website Organization & Content | User Experience & Functionality | Presentation Skills | TOTAL |
|-------------|--------------------------------|--------------------------------|---------------------------------|---------------------|-------|
| Final Score | | | | | |

Judge Name: _____

Demo Day Judges' Feedback Form

Client Name: _____

DIRECTIONS: Your feedback matters! Please use the form below to write down any notes we may share with the students after the presentation. Thank you!

POSITIVE FEEDBACK:

SOME OPPORTUNITIES: