

Evaluation Rubric

Team name: [Team Name]

Category	Novice (1 point)	Intermediate (2 points)	Proficient (3 points)	Mastered (4 points)	Points
Pitch Content	Shares basic information, such as purpose and target audience	Gives clear explanation of the app's purpose and design, and how it addresses user needs	Presents clear and compelling explanation of the problem they're trying to solve, market demand, breadth of audience, and how the app was designed to meet user needs	Makes a persuasive pitch backed by evidence that shows how the app meets, exceeds, or redefines user needs	
User Interface/ User Experience	Consistent screens, Clear intent, users can accomplish one or more goals	Clear, functional design with familiar elements, Consistent and standard navigation; intuitive path through app content	Elegant, concise, pleasing design with thoughtful use of color, layout, and readability; prototype gives user a sense of place within navigation, Adaptable to user needs; addresses accessibility, privacy, and security	Design empowers the user to interact with content; prototype uses animation, color, and layout to create a seamless, engaging experience, Innovative, surprising and delightful experience that sets it apart from competitors	
Pitch Presentation	Informational	Confident, enthusiastic	Engaging, good use of visuals to support story	Creative, memorable storytelling; engaging visual support	
					Total score