

# E-Business Rubric 2022-2023

**Official Topic:** Develop and create an E-business site for a local bed and breakfast, hotel, or other lodging venue in your community. The business can be real or fictional. The website should include a company identity including a name, logo, and brand. The website should have elements of a typical lodging facility including contact information, the ability to make reservations, view different room types, view amenities, and local attractions.

## Requirements of Topic:

Ensure that your E-business site includes

- An e-commerce tool showing prices for different lodging types
- A scheduling tool allowing customers to book lodging
- An API to an online map service showing different local attractions
- The E-business site does NOT need to be published; however, if you publish the website, you must obtain permissions in accordance with the competitive event guidelines and proper copyright law.

## Details about the competition:

1. **Event Type:** I or T
2. **Equipment Setup Time:** 5 minutes (timer starts when 5 minutes are up) Prep Time: N/A
3. **Performance Time:** 7 minutes
4. **Warning Time:** 6 minutes
5. **Time Up:** 7 minutes
6. **Q&A:** Yes (3 minutes)
7. Five points are deducted if competitors do not follow the dress code

## Demonstration Rating Sheet:

Expectation Item	Exceeds Expectations	Possible Points	Project Checkpoint 1/31/22
<b>Project Usability</b>			
Website usability and navigation	Website contains more features than what is required in the guidelines	20	
Color/contrast, backgrounds, and font are appropriate for the topic	Color/contrast, font, and design choice enhance the experience for the user	10	
Graphics appropriate for the topic	Graphics enhance the experience for the user	10	
<b>Site Content</b>			
Fully address the topic	User, with no knowledge of the topic, can identify based on site	20	
Site contains multiple elements providing evidence of production skill	Website contains advanced features	20	
Grammar, spelling, and punctuation	Website is grammar and spelling error free	10	
Site documentation and copyright compliance	Documentation addressed and substantiated compliance	10	

	to copyright regulations using visual representation		
<b>Project Evaluation</b>			
Site is compatible with multiple platforms	Site opens appropriately on more than 2 platforms	10	
Site interactivity functions and is error free	Site is error free and logically organized	20	
Ability to execute a sale	Checkout/shopping cart created with multiple checkout options available (should not be activated)	20	
Website elements are consistent across all pages	Pages are consistent and elements enhance the experience for the user	20	
<b>Delivery Skills</b>			
Statements are well-organized and clearly stated	Presentation flowed in a logical sequence; statements were well organized	10	<ul style="list-style-type: none"> <li>• During 3 minute Q&amp;A make sure to organize thoughts before speaking so you don't sound like you're rambling ;)</li> <li>• Take turns with answering questions- don't take them on all yourself</li> <li>• Try to stay away from "ums" or "uhs"</li> </ul>
Self-confidence, poise, assertiveness, and good	Presenter(s) demonstrated self-confidence, poise,	10	<ul style="list-style-type: none"> <li>• Assert your voice, end off strong - UPSPEAK!</li> </ul>

voice projection	good voice projection, and assertiveness		<ul style="list-style-type: none"> <li>• Demonstrate self-confidence with poise and posture</li> <li>• Loud voices- not yelling voices</li> <li>• Voice projection resembles confidence in the project</li> <li>• Enunciate your words</li> </ul>
Ability to effectively answer questions	Interacted with the judges in the process of completely answering questions	10	<ul style="list-style-type: none"> <li>• Use statements like "Great question" " I'm glad you asked"</li> <li>• Smile at judges, don't answer with a frown</li> <li>• Look enthusiastic, it is the only way to make them enjoy the project like you are!!</li> </ul>