HKBCOL 2021 - Secondary School Track
Posterboard / Pitch Deck Assessment
Evaluation Criteria

Our judges will be judging based on the below criteria for posterboards / pitch decks:

PROBLEM & SOLUTION
Problem
The current situation has insufficient trust among relevant participants, e.g. the current system requires a centralized solution
Difficult to build trusted relationships without the use of some technology, e.g. to help coordinate and reconcile perceptions and information
Solution
How is a decentralized solution more appropriate than a centralized one?
Blockchain can address the problem better than other technologies or solutions, e.g. distributed database, shared database, an army of clerks and scribes, etc

SOLUTION DESIGN	
Completeness of Trust Triangle Relationship(s)	
Who is/are the Holder(s)?	
Who is/are the Issuer(s)?	
Who is/are the Verifier?	
The relationships between the Issuers, Holders, Verifiers are succinctly explained	
PST: Privacy, Security and Trust	
Privacy: What information is on-chain or off-chain and how is it stored? How is information exchanged and is it consent-based? Any use of privacy-preserving cryptography?	
Security: Identity management, e.g. participants and stakeholders have consistent identities. Access control, e.g. users can only access data related to them in specific instances.	
Trust: Identity linkability, e.g. people or objects can be linked with the digital identity that the solution relies on. Trust framework, e.g. the solution has relevant regulators or trusted agents. Governance, e.g. there are rules and policies for managing everyone.	

User Experience
Workflow
A walkthrough of the proposed solution, based on the "Happy Flow", i.e. one scenario in an ideal world, including all assumptions required for this ideal world.
Mock-Up (Screenshots of Prototype)
Usability: User-oriented design, i.e. designer has empathy and understanding of what the user wants and needs — BONUS: background information of the users (personas)
Appearance: Organized design, use appropriate color/shape to guide the user
Functionality: Every item appears on the screen for a purpose