



### **Scoring Rubric for Ideas and Prototypes**

20 total marks

- **Quality of Idea**
  - Creativity: how novel and “outside of the box” is the idea [5]
    - Ideas getting a high score should surprise the judges.
    - Wild ideas (even the wildest ones) will not be penalized in this category, but rather are encouraged.
  - Performance: how effective is the solution in reducing waste [5]
    - Ideas, to be effective, should be able to attract the interest and loyalty of PA students (and teenagers more broadly).
    - Participants should mention the expected waste reduction following the implementation of the solution.
    - Participants should also mention a few examples of problems expressed by student in the Empathize stage (on Thursday at the Earth Day Cookout) which the solutions targets.
  - Cost: how much does the cost limit the reach of the solution [4]
    - Participants should mention any costs needed to implement solution (such as building, outreach, etc).
- **Quality of Prototype**
  - Resemblance: does the prototype give an accurate representation of the features and promises of the actual solution [2]
    - Prototype should show extensive attention to details and features which may be present in the final solution.
    - The goal is for the prototypes to serve as foundation for future work on the project.
  - Effect: does the prototype help persuade the Judges of the value of the solution [2]
    - Prototype should be concrete, tangible, something with which the judges can interact with.
    - Prototype should have inviting aesthetics.
  - Iterations: how many attempts/failures did the group have to undergo to arrive at this final prototype [2]

