The Criteria and their Importance:

Visual Appeal :
How visually appealing the design is to the target group and what impact it leaves on their memory.

Engagement (Drawing people in):

Interactiveness:
Does the design solution addresses the major need of interactivity in the proper context.

Usability:

We define usability in terms of degree of easiness and comfort of use of our design ideas. The criteria addresses how the design achieves quantified objectives with effectiveness, efficiency, and satisfaction in a quantified context of use by the target audience. Elaborating further we build on this criteria on the basis of
1. How easy is it for the user to become familiar with and competent in using the interface during the first contact.
2. How easy is it for users to achieve their objective.

Increasing empathy: How the idea aids in bringing different people together to have a positive shared experience.

Informative {Displaying information on the environment) :
Described by how well the design solution caters to providing an informative experience.

Reducing congestion: It relates to how our design solution answers the requirements of our problem area and helps reduce pedestrian congestion.

Increasing walk appeal: By creating unique vibe and ambience local to the exhibit setup.

Feasibility for creators : It is described by the feasibility and productivity in relation to time and resources available to get the design in action.