

THE DIGITAL CREATORS' CHALLENGE

Judging Criteria

Here is a run down of what the judges will be looking out for in entries to the Digital Creators' Challenge.

Keep these criteria in mind when creating your entry to be in with the best chance of progressing.

Shortlisting stage

Our team of judges from across Vodafone will mark your entry based on the below criteria.

1. Idea

How well does the solution address the problem that the students have identified in their community? Judges are looking for:

- An innovative and thoroughly thought-through solution addressing a clearly defined and researched problem in the students' community.
- Have the students found a solution that doesn't yet exist in app form?
- Or if there is already an app out there solving the specific problem, what makes the students' product different and better?

Highest marks possible: 5/5

2. Product

How well do the features and prototype bring the idea to life? Judges are looking for:

- Thoughtful features centred on the app user. Have the students selected only the key features required for version one of the app (to avoid 'feature creep')? Have they mentioned other features they would include in a second version?
- An excellent working prototype.

Highest marks possible: 5/5

3. Overall project

How well presented and clear is the overall project? Judges are looking for projects that are clearly presented throughout. Students will be assessed on how well they have explained the key areas of the project.

Highest marks possible: 5/5

Grand Final and Winners

Two teams from each region will be selected to travel to Vodafone HQ in Newbury for the Grand Final. They will need to present their ideas to the judges in person in order to be in with the chance of winning. They will be judged on:

- **Presentation** - has the team's pitch presentation effectively and persuasively communicated the idea?



- **Teamwork** - how well has the team worked together to deliver their pitch? What was each person in the team responsible for?
- **Impact** - how well has the team shown the potential social impact of the app in their community?
- **Innovation** - how well has the team understood the technicalities of app building - is this evident in their workings and in the end product? How innovative is their thinking?

An overall winning team will then be selected and will receive £6,000 of IT equipment for their school.

Also, there will be two special awards of £2,000 of IT equipment for the runners up. These will be judged with the following criteria:

- **Community solution award**

Criteria: How well does the app address a clearly defined and researched problem in the students' community?

- **Best use of tech award**

Criteria: How well has the team understood the technical side of app building? Does the app have a brilliant technical feature?

