

MAGIC Hackathon Rubric: Design, Build and Pitch an App

App Name:

Category	1 point	2 points	3 points	4 points	Total
Design	Wireframes appear incomplete. Color and graphics are not appealing to judges. Screens are illogically laid out. Navigation between screens does not make sense.	Wireframes appear complete. Color scheme and graphics, appeal to judges. Screens are well laid out. Navigation between screens makes sense with explanation.	Wireframes appear complete. Color scheme and graphics are engaging to judges. Screens are intuitively laid out. Navigation between screens is self-explanatory.	Wireframes are complete and deliver an engaging and unique user experience that is self-explanatory and has the judges wanting to find out more.	
Technology	App does not work. Team only has mock ups of the technology.	App does not work. Team has mock ups and some of the technology works.	App works. Technology is basic.	There is a working app with sophisticated technology.	
Idea + Business Plan	App simply imitates an existing app and business model.	App imitates an existing app and business model but is presented in an original way.	App builds upon an existing app and business model to create something new.	App is not based on any existing app or business model.	
Pitch	Pitch is difficult to understand. Slides are missing from the presentation.	Pitch is difficult to follow but can be understood. Most of the 10 slides are included in presentation.	Pitch is easily understood and interesting. All 10 slides are present.	Pitch is easily understood, engaging and exciting. All 10 slides are presented.	
Usage of problem statement			3 points awarded for a team that chose to use a documented problem statement		
Judges Favorite				4 points awarded for judges favorite pick	
				<b>Total Points:</b>	