

App Judging Criteria

(in no particular order)

Sustainability

- Will the app remain relevant over time?
- Will the app work across different screen sizes & operating systems?
- Is the code “cleanly” able to be read by others?

Implementation

- Is the app solidly implemented?
- Has it been debugged?
- Is it well documented?
- Does it have a finished look and feel?

Benefit to small businesses

- Does the app address an unmet need or improve upon a current resource?
- How accessible is it?
- Is it easy for small businesses to add or change their own information?

Ease of use

- Is the application easy to use for a wide range of age groups?

Innovation

- How innovative is the app?
- Is it similar to any other app on the market?
- Is it unique?
- Does it solve a problem or address a need from a nontraditional approach?
- Will people find the idea novel or interesting?

Graphic Design

- Is the app visually appealing?
- Does it have a creative appeal?
- Is the design used anywhere else?
- Does it have a catchy name?