Library Mobile App Competition

Student Information Packet

University of Illinois
Undergraduate Library
Spring 2013

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Overview

The Undergraduate Library is sponsoring a competition for undergraduate student teams to develop models for mobile applications that improve the student experience with library collections, services, and facilities. No programming or software development is required as part of the competition. Library staff may select some of the final mobile app models and code them into functioning mobile apps for general student and related use.

Teams will investigate student library–related needs in the mobile environment, identify problems that a mobile application could solve, and develop a design outline and formal proposal for a mobile application. Proposals (such as through a Power Point presentation) will be presented by teams to a panel of judges, who will evaluate each mobile app based on the connection to library services, collections, and facilities; user experience/design layout; originality/creativity; a clear identification/explanation of the need for the app; how well the app addresses target audience interests; and integration of library data sources.

Teams should be creative and inventive in examining the problems their app might address, and attempt to fill needs that are unmet in the current library environment. Apps should focus specifically on the unique benefits or opportunities that mobile devices provide, as well as specific needs that students have that can best be addressed in the mobile environment.

Definitions of Areas of Interest for App Development:

- **Services.** These include research services, circulation/renewal services, course reserves, loanable technology, personal library accounts, the library website, etc.
- **Collections.** This category includes physical collections (books, videos, archival materials, etc.) as well as online collections (electronic journals, e-books, digital media, etc.).
- **Facilities.** This includes any library on campus, and focuses on elements such as group space, quiet/individual study space, navigation of library buildings, locating specific items in a library, and other elements involving interacting with facilities, library staff, and/or other students.

Process and Deadlines:

- **Orientation Sessions.** Two orientation sessions will be held, beginning in late January.
  1. The first session will be an overview of the competition and opportunity for students to ask questions. Teams of 3-5 members will be formed at the first session. Participants can mutually form their own teams, with the organizers selecting teams for any remaining participants. All participants must attend this meeting.
2. The second session will be a tour of campus libraries and other locations where students might want to use the mobile apps the students will be designing. At least 50% of each team’s members must attend this meeting.

- **Presentation Review.** Teams will have 2 weeks after orientation concludes to develop a pitch for their app which will be reviewed by the competition organizers to ensure it matches the criteria of the competition. Any teams that do not submit a pitch by the deadline, or do not address all of the required components, will be eliminated. At least 50% of each team’s members must attend this review.

- **Final Submission Round.** The deadline is two weeks after the presentation review is completed. Each team will present their mobile application model to a panel of judges, in the form of a PowerPoint presentation plus any additional supporting documentation or mock-ups that help illustrate the purpose and functionality of their mobile app model. All team members must attend this round.
Proposal Guidelines and Requirements

**App Requirements:** All proposals need to show a strong connection to improving the quality of access to library collections, services, and/or facilities, as defined above.

**Presentation Reviews:** Teams will present their proposals to the organizers prior to their Final Presentations. The presentation should include:

1. Name of App
2. “Pitch” statement – 2-3 sentence overview describing app and how it will function
3. Short (1-2 sentence) biographical statement for each participant, stating name, major/college, and role on team.
4. Problem app is designed to solve, including evidence for the need for the app
5. Audience for the app
6. Mock-up of the App in action, including sketches or other visual representations of the app in use during a typical interaction
7. Example use cases for the app
8. How and why the app will improve student access to library collections, services, and/or facilities.

Organizers will ask questions and provide feedback and suggestions on the presentation to ensure the presentation is in accordance with the competition rules the final submission.

**Final Submissions and Judging:** Teams will give presentations in PowerPoint format to a panel of judges on their app concept. See evaluation criteria in the appendix. Presentations should include a mock-up of the app which shows interactive components, but a fully functional/coded app is not required. Presentations should address all of the items in the Presentation Review (see above) and comply with all Competition Rules.

**Additional Guidelines:**

- Teams will not solicit or receive help from anyone not on their own team. If this occurs, a team will be disqualified. Teams are, however, encouraged to consult with potential users of their app (e.g. other students) to research the viability and applicability of their proposal. These consultations should be documented and summarized as part of the final submission round.
- You are not allowed to watch another team’s first-round presentation. Team members are permitted to watch final presentations once they have presented in this round. All participants are required to be at the final presentations even if their team did not advance to this round.
- You will be allocated a total of 20 minutes for your presentation. This includes presentation time as well as judges’ questions. The judges can ask questions
during your presentation and/or after it has ended. Therefore, you should be prepared to answer questions at any time.

- A timekeeper will warn teams when five minutes and one minute remains. Teams will be required to stop at 20 minutes, whether or not their presentation is complete or all questions have been asked and answered.
- After a team has finished presenting, they will be asked to leave the room while judges finish scoring and deliberating.
## Evaluation Criteria

1=Poor 3=Average 5=Excellent

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<th>Criteria</th>
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<td>Clearly identified connection to library services, collections, and facilities</td>
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<td>User experience/design layout;</td>
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<td>Originality/creativity;</td>
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<td>Clear identification/explanation of the need for the app and problem(s) it addresses;</td>
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<td>Evidence that the app addresses student interests and needs;</td>
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<td>Integration of identified library/3rd party data sources</td>
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Awards

The winning teams’ project pitches and member biographies will be featured on the library web site for the event.

Cash prizes for the event will be split evenly amongst team members. Prizes are:

- First Prize: $750
- Second Prize: $500
- Third Prize: $250