



**Official Rules & Regulations**

**User Experience Challenge**

**2014 Season**

**Version 1.1 • February 19 2014**

## **OVERVIEW**

Between the user and your code lies your user experience. What's the first thing that happens the first time a user launches your software? What about the next five minutes? The next hour? Can they use your software easily or is it too confusing? Can they find what they need? And how well can you utilize the user experience guidelines for Windows 8 and Windows Phone 8 in our new world of touch-centric devices?

The User Experience Challenge is not required for any of our other competitions nor does it in any way affect your eligibility for those competitions. It is not a part of our National Finals, Online Finals, World Semifinals, or World Finals events. Instead, this is a stand-alone global online contest which has its own judging criteria and prizes.

If you choose to compete in this Challenge, then you agree that your participation is subject to the following:

- The Imagine Cup [Official Rules](#)
- The Imagine Cup User Experience Challenge Official Rules and Regulations described below.

## **WHAT ARE THE START AND END DATES?**

This Competition starts at 00:01 Greenwich Mean Time ("GMT") on 3 January 2014 and ends at 23:59 GMT on 21 February 2014 ("Entry Period") and consists of a single round. Please note that these times use the 24-hour clock.

## **CAN I ENTER?**

You are eligible to enter if you meet the eligibility criteria detailed in the [Imagine Cup Official Rules & Regulations](#)

## **HOW DO I ENTER?**

To enter, visit [www.imaginecup.com](http://www.imaginecup.com) and register as instructed.

You can submit your entry materials from your Team Profile page immediately.

When you submit your project, indicate on the submission form whether you are submitting in the Games, Innovation, or World Citizenship categories. For guidance on those categories and their themes, please see [www.imaginecup.com](http://www.imaginecup.com). Regardless of the category you choose for the User Experience Challenge, your entry will be evaluated solely by the judging criteria defined in these rules and has no bearing on whether or not you choose to submit an entry for Games, Innovation, or World Citizenship in the Imagine Cup.

Rules regarding the size of your team, your associates, the role of the team mentor, academic institution and national residency requirements, and other information can be found in the "Teams, Associates, and Mentors" section of the [Imagine Cup Official Rules & Regulations](#).

## HOW WILL ENTRIES BE JUDGED?

Each entry will receive a score of 1-100, based on the following criteria.

Criteria	Description	Weighting
<b>Hero Scenario User Flow</b>	<ul style="list-style-type: none"><li>• Does the user flow clearly depict a user's journey through the most important functionality of the project? (10 points)</li><li>• Does the user flow demonstrate reasonable user paths within the hero scenario? (5 points)</li><li>• Is the user flow well labeled and explained? Can you understand the hero scenario just by examining this one document? (10 points)</li></ul>	<b>25%</b>
<b>Information Architecture</b>	<ul style="list-style-type: none"><li>• Does the information architecture diagram include the major screens/menus needed to deliver on the hero scenario user flow? (10 points)</li><li>• Are the major interactions on each screen clearly listed and appropriate? Is anything important missing? (10 points)</li><li>• Are the connections between screens/menus shown and do they seem complete and reasonable? (5 points)</li></ul>	<b>25%</b>
<b>Wireframes</b>	<ul style="list-style-type: none"><li>• Are there two wireframes that clearly represent two core screens or interactions from the information architecture diagram? (5 points)</li><li>• Do the wireframes consistently provide the user with the right information needed for each one? (10 points)</li><li>• Are the user's available interactions clear, appropriate, and useful in all cases? (10 points)</li></ul>	<b>25%</b>
<b>Visual Target</b>	<ul style="list-style-type: none"><li>• Is the visual target represent one of the wireframes at a shipping level of production quality? (10 points)</li><li>• When compared to the related wireframe, does the visual target deliver on the appropriate level of information and interaction clarity? (5 points)</li><li>• Is the visual target attractive and appealing? Given the nature of the project, does the visual target look as if it would be appropriate and inviting for the relevant audience? (10 points)</li></ul>	<b>25%</b>

## WHAT ARE THE PRIZES?

For each of the three categories of Games, Innovation, and World Citizenship there will be ten winners for a total of thirty winners. The prizes for each category are:

- **First Place:** \$3,000 USD, to be divided equally among each officially registered member of the Team
- **Honorable Mention (nine teams per category):** An Imagine Cup lapel pin for each team member.

All winners will also receive written feedback from the judges on their project to help them improve their plans.

## **CONTENT AND TECHNICAL REQUIREMENTS**

### **Hero Scenario User Flow Diagram**

This document contains a flowchart showing how a user of your project will interact with the most important functionality of your project. This is not a diagram of specific screens but rather a flowchart showing how the user can accomplish the goal(s) of your hero scenario.

Your Hero Scenario User Flow Diagram must meet the following criteria:

1. Your flowchart can be created in any tool you wish, such as Microsoft Visio or another flowchart tool. But the final document you submit containing your flowchart must be in one of the following formats: DOC, DOCX, PPT, PPTX, PDF, JPEG, PNG, GIF, VSD, or VSDX.
2. Your document must clearly address the relevant **Judging Criteria** outlined above.
3. Your document must be in English.
4. It must be no larger than 20MB.
5. You may compress your document in a ZIP file for submission.

### **Information Architecture Diagram**

This document contains a diagram representing each individual screen/menu required for the user to navigate the hero scenario user flow. You do not need to represent the layout of each screen, just its name and core functionality. You also draw lines to show how the user may navigate among the screens.

Your Information Architecture Diagram must meet the following criteria:

1. Your diagram can be created in any tool you wish. But the final document you submit containing your diagram must be in one of the following formats: DOC, DOCX, PPT, PPTX, PDF, JPEG, PNG, GIF, VSD, or VSDX.
2. Your document must clearly address the relevant **Judging Criteria** outlined above.
3. Your document must be in English.
4. It must be no larger than 20MB.
5. You may compress your document in a ZIP file for submission.

### **Wireframes**

This document or set of documents visualizes two important screens or interactions in your project. Wireframes are meant to be simple representations, not finished designs, that clearly

show what information you display to the user for a given interaction and what controls, inputs, or interactions are available to the user in that context.

If you are competing in the Games category, your two wireframes should include one from your front-end menus/screens and one representing a core gameplay moment and in-game UI elements.

Your Wireframes must meet the following criteria:

1. Your wireframes can be created in any tool you wish. But the final document(s) you submit containing your wireframes must be in one of the following formats: DOC, DOCX, PPT, PPTX, PDF, JPEG, PNG, GIF, VSD, or VSDX.
2. You may put both wireframes in one document or save each wireframe in its own file as you wish. If you want to submit multiple wireframe documents, you must compress them into a single ZIP file for submission.
3. Your document must clearly address the relevant **Judging Criteria** outlined above.
4. Your document must be in English.
5. It must be no larger than 20MB.

### **Visual Target**

This document is a single image showing a core interaction example for your project at a level of completeness and quality that represents how it will look when the project is done. That means all design elements, graphics, type, etc., must be fully demonstrated at production quality. While it should look like an actual screenshot from your project, it does not have to actually be a screenshot from running software. Instead you should most likely expect to create this in a graphics or design program as an example of what you intend to build for real later on.

Your Visual Target must meet the following criteria:

1. Your visual target can be created in any tool you wish. But the final document you submit containing your visual target must be in one of the following formats: DOC, DOCX, PPT, PPTX, PDF, JPEG, PNG, GIF, VSD, or VSDX.
2. Your document must clearly address the relevant **Judging Criteria** outlined above.
3. Your document must be in English.
4. It must be no larger than 20MB.
5. You may compress your document in a ZIP file for submission.