



Overview

The One Summer Chicago App Development with Swift Program will culminate in an end of summer student showcase event featuring select student teams from across Chicago who will share their app prototypes with a focus on solving youth community issues in the City of Chicago. The showcase will feature teams who have done an outstanding job of prototyping their app ideas.

Showcases

Round 1 – Regional Showcases: Tuesday, August 7th – Times vary 10 individual training sites
Student teams (comprised of 1-3 members) at each of the training sites will present 6 minutes on their App prototypes. The judging panel will consist of a representative from: the City of Chicago, Chicago Public Schools, Apple, Instructor and/or Agency. At minimum each training location will have four judges. The two (2) teams with the highest team scores from each training location will move to the second round of presentations.

Round 2 – Citywide Showcase: Wednesday, August 8th – 10:30am to 1:30pm Apple Offices – 401 N. Michigan Ave, 11th Floor
The top two teams from each of training sites (a total of 20 teams) will present 6 minutes on their App prototypes. The top four (4) teams will move to the 3rd and final round showcase that will occur later in the evening at the Apple Michigan Avenue retail store.

Round 3 – Final Showcase: Wednesday, August 8th – 4:30pm to 6:00pm Apple Michigan Avenue retail store – 401 N. Michigan Ave
The top four student teams will present their app prototypes to all attendees in the Apple retail store. Student teams will have three (3) minutes to present and three (3) minutes for Q&A with the judges.

App Presentation Pitch

Each team will have prepared a Keynote slide deck as a visual representation of their idea. Students were encouraged to incorporate video or samples of their code as part of their pitch.

Teams will have 6 minutes to pitch their App

- Introductions
- 3 minutes for pitch
- 3 minutes for Q&A from the audience or judges

Guiding Questions

- What is the App (an overview/description)?
- Why this App? What's the problem you're trying to solve?
- Who is the App for? How was the App designed to meet market demand?
- How was the App developed (discuss User Interface and User Experience)?

Rubric

Teams can receive a maximum team score of 20 points. Each category is equally weighted.

Category Scale: 1 – Novice | 2 – Intermediate | 3 – Proficient | 4 – Mastered

	Novice	Intermediate	Proficient	Mastered
Coding	The student can explain how coding plays a role in app design.	The student can explain how sequencing, conditional logic, and touch events are important in the app design.	The student can explain how sequencing, conditional logic, and touch events, as well as more advanced coding concepts—such as while loops and types—are important in app design.	The student can explain how sequencing, conditional logic, and touch events, as well as more advanced coding concepts—such as while loops and types—are important in app design. The explanation connects the use of the coding concepts to the app’s overall goal.
User Interface	The UI design is consistent, and complements the target audience and purpose of the app.	The UI lets users interact with and explore the app prototype using appealing and consistent visual and nonvisual cues.	The app prototype has a consistent, elegant design and creates new ways of engaging with the device through the UI.	The app prototype features a polished, innovative design and has a unique UI that “just works” for a range of users.
User Experience	The app prototype uses iOS features and enables users to move forward and backward within the app.	The app prototype integrates iOS features to achieve the app purpose and enables users to explore personalized pathways within it.	The app prototype combines iOS features to achieve the app purpose. Clear visual cues enable users to explore different pathways within it.	The app prototype uses an innovative combination of iOS features for inputs and outputs of data. Its navigation innovates on the best practices of similar apps. It surprises and delights the user.
Pitch content	The pitch shares key information about the app, such as its purpose and target audience.	The pitch clearly explains how the app was designed and how it improves on existing apps that have a similar purpose and audience.	The pitch explains how the app was designed to meet a market demand and how its solution is unique.	The pitch provides evidence of market demand and explains how the app design process ensures app success with key stakeholders.
Pitch delivery	The team explains their pitch’s key points.	The team delivers their pitch with confidence and enthusiasm.	The team delivers an engaging pitch, using a range of audience engagement techniques.	The pitch is well articulated, creative, memorable, and fluid across the team.



Regional Location: _____

List Judge Name(s): _____

Representing: City of Chicago | Chicago Public Schools | Apple | Employer | Instructor

#	Team Name	# of Team Members	Coding	User Interface	User Experience	Pitch Content	Pitch Delivery	Team Score
			Scale: 1 – Novice 2 – Intermediate 3 – Proficient 4 – Mastered					
1								

Notes/Comments

What struck you as unique about this idea?
Any recommendations moving forward

2								
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Notes/Comments

What struck you as unique about this idea?
Any recommendations moving forward

3								
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Notes/Comments

What struck you as unique about this idea?
Any recommendations moving forward

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Notes/Comments

What struck you as unique about this idea?
Any recommendations moving forward



One Summer Chicago Student App Showcase

in support of Everyone Can Code in Chicago & CS4All

Regional Scoring Sheet

#	Team Name	# of Team Members	Coding	User Interface	User Experience	Pitch Content	Pitch Delivery	Team Score
			Scale: 1 – Novice 2 – Intermediate 3 – Proficient 4 – Mastered					
5								

Notes/Comments

What struck you as unique about this idea?
Any recommendations moving forward

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Notes/Comments

What struck you as unique about this idea?
Any recommendations moving forward

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Notes/Comments

What struck you as unique about this idea?
Any recommendations moving forward

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Notes/Comments

What struck you as unique about this idea?
Any recommendations moving forward



#	Team Name	# of Team Members	Coding	User Interface	User Experience	Pitch Content	Pitch Delivery	Team Score
			Scale: 1 – Novice 2 – Intermediate 3 – Proficient 4 – Mastered					
9								

Notes/Comments

What struck you as unique about this idea?
 Any recommendations moving forward

10								
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Notes/Comments

What struck you as unique about this idea?
 Any recommendations moving forward