# Construct

## KATU Innovation Challenge 2022
Challenge Evaluation Rubric



KATU 2 abc

INNOVATION CHALLENGE

First Tech federal credit union · DAIMLER TRUCK North America · PGE Project Zero · intel.

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# Innovation Process Evaluation - 30% of Overall Score

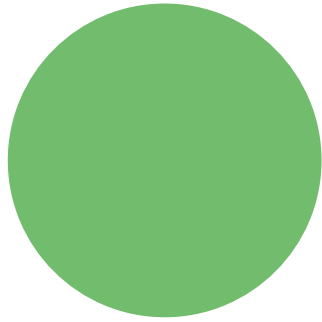| Category | NOT YET... | SORT OF... | YES! AND... | GOAAALLLL! | TOTAL ROCKSTAR! |
|---|---|---|---|---|---|
| **Understanding the Problem Area:** The group's ability to frame the big picture problem with evidence and support. | The problem was not explained clearly or was explained in very general ways. | The team explained the problem in a basic way with some incorrect or incomplete information with no research evident. | The team explained the problem in a basic way demonstrating some primary or secondary research. | The team explained the problem in depth, but it may have felt incomplete in places. The team used different forms of research to support their framing of the problem. | The team explained the problem in depth and explored nuances and/or incongruencies. The team used evidence from multiple forms of research to comprehensively support their framing of the problem. |
| **Human-Centered Discovery Research:** Primary research conducted through interviews, observations of real people in context, or immersive experiences. | There was no evidence that the team had done any human-centered primary research. It was unclear if the team interviewed anyone or if the team had an understanding of the needs of people who would use their concept. | There was little evidence that the team had conducted human-centered primary research. However, the team did not show a clear connection between their concept and the user needs and/or pain points that the team collected from interviews. | There was little evidence that the team gathered human-centered primary research that influenced the design of their concept. They provided some examples that connected user needs and/or pain points to specific aspects of their design. | There was some evidence that the team gathered human-centered primary research from diverse perspectives that influenced the design of their concept. They provided many examples that connected user needs and/or pain points to specific aspects of their design. | There was prolific evidence that the team gathered human-centered primary research from diverse perspectives, including under-represented communities influenced the design of their concept. They provided examples that connected user needs and/or pain points to most aspects of their design. |
| **Prototyping:** Creating a tangible, testable representation of your idea. | The prototype(s) did not help the audience understand the concept any more than the written description OR there was no evidence of prototyping. | The prototype(s) helped the audience understand the basic concept more than the written description alone would have. | The prototype(s) helped the audience understand certain aspects of the concept in a significantly more well-developed way. | The prototype(s) enhanced the audience's understanding of the concept in a multitude of significant ways and perhaps demonstrated attention to creativity. | The prototype(s) brought the concept to life in a sophisticated, creative, or unusual way that significantly enhanced the audience's understanding of the concept. |

# Concept Evaluation - 30% of Overall Score

| Category | NOT YET... | SORT OF... | YES! AND... | GOAAALLLL! | TOTAL ROCKSTAR! |
|---|---|---|---|---|---|
| **Addressing a Problem for Real People:** Demonstrates an understanding of who would use your idea and why it would be valuable to them. | The team was not able to (or only partially able to) identify who would use their concept. Did not clearly articulate the problem that their concept addresses. | The team demonstrated some sense of who would use their concept but may have lacked specificity. The team presented a partial understanding of the problem their concept is addressing. | The team demonstrated a solid and specific understanding of who would use their concept and how their concept addresses a clear problem. | The team demonstrated a specific understanding of who would use their concept and why they would use it. In addition, the team showed how their concept could address a problem for this group of users by identifying a specific need or pain point for that group. | The team demonstrated a nuanced understanding of who would use their concept and why they would use it. In addition, the team showed an advanced understanding of how their concept could address multiple needs or pain points for their user group. |
| **New, Novel, Creative Idea:** Unique and different solution than what currently exists. | The concept already exists in the world. | The concept feels similar to things that exist in the world but may have some differentiators. | The concept feels fresh. The team demonstrates a knowledge of the existing solutions in the problem space but is able to explain differentiators. | The concept feels fresh and the team clearly identifies meaningful differentiators. | The concept feels fresh and even a little spicy. The team convincingly demonstrates how its concept is differentiated in the existing solution space in a variety of meaningful ways. |
| **Concept Within a Larger System:** The concept was created with an understanding of what already exists in the space. | The team demonstrates little to no understanding of how the concept would fit into a larger ecosystem that surrounds the problem. | The team demonstrates a beginning understanding of how their concept would fit into a larger ecosystem that surrounds the problem. | The team demonstrates a clear understanding of how their concept fits into the larger ecosystem surrounding the problem. | The team demonstrates a clear understanding of how their concept fits into a larger ecosystem surrounding the problem, and how their concept could connect or complement things that already exist in that system. | The team not only demonstrates an understanding and connects with the larger ecosystem surrounding the problem, it leverages the system to create a unique opportunity. |

## Potential Impact Evaluation (30% of Overall Score)

| Category | NOT YET... | SORT OF... | YES! AND... | GOAAALLLL! | TOTAL ROCKSTAR! |
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| **Positive Impact on People** The idea has the potential to benefit people. | This concept has the potential to harm people or the positive impact for people seems unconsidered. | This potential positive impact on real people seems minimal or miscalculated. | The potential positive impact on real people is present but not fully developed. | The potential positive impact on real people seems substantial but needs more evidence or validation. | The potential positive impact on real people is substantial and well-supported. |
| **Positive Impact on the Planet** The idea demonstrates potential to benefit the environment. | This concept has potential to harm the planet or the positive impact for the planet seems unconsidered. | This potential positive impact on the planet seems minimal or miscalculated. | The potential positive impact on the planet is present but not fully developed. | The potential positive impact on the planet seems substantial but needs more evidence or validation. | The potential positive impact on the planet is substantial and well-supported. |
| **Positive Impact for More Equitable Communities** The idea demonstrates potential to increase equitable outcomes and experiences | The concept does not explicitly address equity in any way. | The concept attempts to address an issue of equity but may not create a clear positive impact for historically underserved, under-resourced, or under-represented communities. | The concept addresses an equity issue but the positive impact for historically underserved, under-resourced, or under-represented communities may be minimal or unintentional. | The concept has a significant equity component and has the potential for impact for historically underserved, under-resourced, or under-represented communities. | The concept represents equity-centered innovation with potential to create substantially more equitable outcomes for historically underserved, under-resourced, or under-represented communities. |

## Communication (10% of Overall Score)

| Category | NOT YET... | SORT OF... | YES! AND... | GOAAALLLL! | TOTAL ROCKSTAR! |
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| **Overall Communication** Submission was clearly communicated throughout submission. | The team's communication got in the way of understanding throughout the submission | The team's communication got in the way of understanding in some parts of the submission. | The team communicated clearly for the most part but could have paid more attention to detail in order to increase others' understanding. | The team communicated their ideas effectively throughout the submission. | The team communicated their ideas clearly and effectively throughout, using a style that enhanced the submission. |

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