

Detailed Pitch Grading Criteria (12 points total)

Reliability and Quality of Empirical Evidence (4 points)

- **Describing the scene:** Paint a clear picture of the scene. Keep it short but make it stand out—what's unique about it? How does it relate to this year's theme? Don't get stuck on unnecessary details.
- **Explaining your methods:** Tell us how you collected your data. Be specific—how many interviews or observations did you do? How long were they, and what were you hoping to learn?
- **Using data and artifacts:** Make sure your quotes, visuals, or stats back up your findings. Keep quotes short, relevant, and easy to spot (highlight key words or phrases). Any artifacts you include—like journey maps or personas—should look polished and connect clearly to your insights.
- **Sourcing ethically:** Properly source quotes, images, and visuals, with consent obtained where needed. Ensure your data is anonymized, but help us see when you're sharing different perspectives (e.g., "Interviewee 1" or "Participant A"). Make sure you use relevant labels (e.g. avoid "Male 1" unless gender is relevant to your findings).

Validity of Analysis and Conclusions (4 points)

- **Linking data to insights:** Your findings should clearly connect to your data using quotes and images. Insights are specific and actionable—show us that you've thought critically about what your data means.
- **Method justification:** Explain why you chose your methods and how they helped you find answers. It's great if you can go the extra mile by comparing or explaining why those methods were the best fit for your research, but this isn't required.
- **Artifact use:** Artifacts should have a clear purpose. Use them to add to your story, not just as decoration. Tell us why they matter, they shouldn't be included just because you have them.

Presentation Quality and Communication (2 points)

- **Flow and timing:** Stick to the 3-minute time limit. Make sure everything flows naturally and feels cohesive—this is where practicing comes in. Guide the audience's attention to make it easy to follow. Avoid overwhelming your audience with too much information at once—keep things simple and clear so they can focus on the key points without feeling lost.
- **Visual clarity:** Your slides should be clean and easy to follow. Text should be readable, visuals should make sense, and nothing should feel cluttered or random.
- **Engaging the audience:** Speak with confidence! Make eye contact and try not to rely too much on your notes or slides. Keep us interested.

Relevance and Value to Stakeholders (2 points)

- **Connecting to the theme:** Make it clear why your customer scene is a good fit for this year's theme. Use evidence from your observations, interviews, or other data to back it up. For example, how is a study hall related to the theme "free time" or how is a park related to the theme "workplace".
- **Giving meaningful insights:** What can the customer (or stakeholders) learn from your findings? Focus on practical, empathetic insights that could help improve customer/user experience.

Pitch Checklist

Quotes

- Are all your quotes properly attributed?
- Did you anonymize quotes while keeping track of who said what (e.g., "Interviewee 1")? Are they concise and easy to understand?
- Are your quotes directly tied to your insights?
- Have you highlighted key phrases or words for clarity?

Artifacts

- Have you included artifacts that are relevant and high-quality (e.g., journey maps, personas, or diagrams)?
- Are your artifacts clearly connected to your findings and insights?
- Have you explained the significance of the artifacts rather than just showing them? Are the key areas or elements of the artifacts highlighted or called out?
- Have you made sure your artifacts are not pixelated or overwhelming?

Methods

- Have you clearly described your methods (e.g., interviews, observations)? How many? How long? For what purpose?
- Have you explained why you chose these methods and how they shaped your findings?

Presentation

- Is your presentation within the 3-minute time limit?
- Does the presentation flow logically and stay cohesive throughout?
- Are your visuals (slides) clean, readable, and relevant to your points?
- Are you engaging the audience and not heavily relying on notes?
- Does your presentation make it clear how the scene relates to this year's theme? Have you introduced your team?
- Did you include a picture of your team?

Visual Elements

- Are all your images properly attributed?
- Are all your other visual elements properly attributed?