

Intel® AIC 2013: Best Practices for Developers in Phase 2

The following Best Practices on Quality Assurance and Presentation are being provided to developers by the contest administrators as an informal, unofficial guide. The goal of the guide is to provide developers insights from previous competitions and thereby help developers avoid pitfalls and realize their best outcome in Intel® AIC 2013. Always refer to the Contest Rules as the official place to learn about the contest requirements.

1. Quality Assurance (QA) Testing

- a. If you take only one recommendation away from reading this guide, it should be this: make absolute certain your application fully installs for the judges by clicking on one executable. In so doing, you will avoid a serious problem that causes too many apps from ever being judged. (Please see sections 1c3 and 1e below for more information.)
- b. The next suggestion in your QA process is to leave ample time for this important phase of development. For many developers, QA becomes an unplanned, hurried exercise. While the amount of time will necessarily vary, plan for at least 10-20% of your time to be spent in assuring the quality of your work. Poor QA will sink even the best idea. Strong QA will help take a good idea and make it an even better app. Invest the time.
- c. In the Intel AIC 2013, there are three work-streams that need careful QA: the submission materials, the app itself, and the installation of the app on the Software Development Platform (SDP) – the SDP is either the Lenovo* ThinkPad Tablet 2 or Lenovo* All-in-One computer you received.
 - i. QA the Submission Materials:
 1. Submission requirements for contests always vary, but what remains constant is that developers inevitably forget to include all the required elements.
 - a. In fact, submissions are already arriving for Intel AIC 2013 in which required elements were missing.
 2. Create a checklist for yourself and mark off each required element as you place the item in your zip file for uploading at the contest site.
 3. For the Intel AIC 2013, the four required elements are as follows:
 - a. The demo app executable: make sure your demo app is fully, 100% self-contained in one executable. All drivers, libraries, and files MUST all be wrapped up in the installation executable. The judges should NOT have to do anything but install the .exe. The judges will not have access to any other applications, such as Microsoft* Visual

Studio or Photoshop or any app that did not come with your SDP

- i. This rule is unfortunately violated with great frequency by developers in every contest.
 - b. A readme.txt file with complete directions on the installation of the demo app, its use, a specific step-by-step walk-through, and any application dependencies, if applicable.
 - c. Image(s) in a .jpg, .png, or .bmp format that helps demonstrate the functionality of the demo app
 - d. A link to your video demonstrating the app in action.
 - i. The video must be less than 5 minutes long.
 - ii. The link can be to YouTube or YouKu
 - iii. It's a good idea to include this video link in a .txt file labeled "VideoLink.txt" or you can include it in your readme.txt file
 - iv. The link needs to be unlisted
 - e. A BIG reminder that all four of the above submission elements need to be included in one zip file
- d. QA the app itself
- i. As each app is unique, we can't provide details on how to QA your specific submission, however, here are some general practices that have been proven effective
 - 1. Do everything possible to break your app during testing.
 - 2. After you've fixed it, have as many people as possible who know nothing about your app, try it without *any* directions and record the issues that come up
 - a. Have them try it again with the step-by-step written walk-through (one of the required submission elements)
 - b. Have this informal group act like judges and score your app using the contest criteria:
 - i. How effectively does the app demonstrate innovation and a compelling user experience? (up to 50 points);
 - ii. How effectively does the app demonstrate usage of key technical enabling vectors? (up to 40 points);
 - iii. How likely is it that the person will use the app for its intended purpose and category? (up to 30 points); and
 - iv. Does the app perform as expected with robust stability and functionality? (up to 20 points)
 - c. Couple of notes here:

- d. Why will the target demographic buy or want your app?
 - 3. Tell the judges how the app is innovative within your chosen category?
 - a. What are you doing new or differently from other apps?
 - 4. Have the video operate as the step-by-step walk-through
 - 5. Have the video show-off final results that might otherwise take hours to recreate (just as you see in cooking shows)
 - 6. Have the video show off features that a judge could not otherwise see, such as the use of a peripheral
 - ii. Importantly, after you've recorded the video it, have multiple people who know nothing about your app watch it. Can they easily articulate the following:
 - 1. The main purpose of your app?
 - 2. For whom the app is intended?
 - 3. How your app is innovative?
 - 4. How to actually use your app?
 - 5. If yes, the video is ready for submission. If no, it's time to get back to videotaping and editing.
 - iii. A few other tips:
 - 1. Think about the room in which you are recording your video
 - a. Is it well lit?
 - b. Is the audio sufficiently clear?
 - c. What's in the background?
 - 2. Know that your video is a place to show us excitement about your creation. Don't be afraid to show us the human side of coding and light up the camera with personality.
 - a. Speak and act naturally and professionally
- c. Readme.txt file
- i. In much the same way as the video, the readme.txt should clearly articulate and elaborate upon the benefits your target demographic will realize from the app and how it is innovative.
 - 1. In many ways, the readme.txt file can serve as the written script for your video
 - ii. Two points to emphasize
 - 1. Though the installation of your app needs to be fast and easy for the judges, please include clear installation instructions
 - a. Instructions already received in this contest have not been sufficiently easy to understand
 - 2. Give yourself and your app the best chance to shine by providing a step-by-step walk-through of your app
 - a. This is your opportunity to lead the judge on the exact path you wish them to take when testing your app
 - b. Make each step as clear as possible. Though not required, including screenshots for each step is helpful.

- d. A great video and a well written readme.txt file are important complements to your app. Take the time to make them shine and your score will surely benefit.

Thanks very much for participating in the Intel App Innovation Contest 2013!