

2023-24 Competitive Events Guidelines

Mobile Application Development



Mobile Application Development provides members with the opportunity to develop a mobile application based on a given topic. This competitive event consists of a presentation component where the application is demonstrated for the judges.

Event Overview

Division: High School

Event Type: Team of 1, 2 or 3 members

Event Category: Presentation

Event Elements: Presentation with a Topic

Presentation Time: 3-minute set-up, 7-minute presentation time, 3-minute question & answer time

NACE Connections: Career & Self-Development, Communication, Critical Thinking, Leadership, Professionalism, Teamwork, Technology

Equipment Provided by Competitors: Technology and presentation items

Equipment Provided by FBLA:

- State – Look for updates from California FBLA before the conference
- National – Internet access and table for preliminary round presentation; Internet access, table, power, projector & screen for final round presentation

2023-2024 Topic

Create a mobile application that enables students to create a portfolio of their high school experiences. This app should allow students to showcase any of the following: their academic achievements, athletic participation, performing arts experience, clubs and organization memberships, community service hours, honors classes, and other related items.

State

- **Number of Competitors per Chapter:** Each local chapter may enter **one team of one (1), two (2) or three (3) members.**
- At the State Leadership Conference, Mobile Application Development consists of two parts:
 - a pre-judged 7-minute presentation
 - and a live, 7-minute final presentation for the top-8 teams.
- Competitors are required to complete all parts for award eligibility.
- **The top four (4) places in state competition** will represent California at the National Leadership Conference.
- Middle school members who place in the top four **cannot** compete at the National Leadership Conference, per national guidelines.
- **Scoring:**
 - **Pre-judged Presentation:** A panel of judges will score the projects using the presentation sheet. The "presentation delivery" portion of the rating sheet will not be used to judge the prejudged submission, so members can focus on their project content. All decisions of the judges are final.
 - **Live Presentation:** A panel of judges will score the performances using the presentation sheet. All decisions of the judges are final.

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- **Final Score:** Only the live presentation score will be used to determine the final score. The pre-judged presentation score will not be used.
- Five points will be deducted if competitors do not follow the dress code. If multiple team members are not in dress code, each team member will receive a five (5) point penalty.
- Five points may be deducted for each instance of not following guidelines.
- **Project Guidelines:**
 - No animals (except authorized service animals) will be allowed for use in any competitive event.
 - Presentation should cover the following aspects of the application:
 - The platform used to develop the application. The following platforms may be used to develop the project: Google's Android, Apple iOS, or Microsoft Windows Phone.
 - The solution must run standalone with no programming errors.
 - Applications may deploy from a smartphone, tablet, or both, but must be smartphone deployable.
 - Applications do not need to be available for download from a digital-distribution multimedia-content service.
 - The usability and functionality of the program must be demonstrated to the judges.
 - Competitors must show the judges any of the following that are applicable: read me file, source code, documentation of templates/libraries used, documentation of copyright and sources of materials used.
 - The presentation should follow the rating sheet and include the following:
 - Design and Code Quality: Explain the design and implementation of the application.
 - User Experience: How do users experience the interface? Is there an ease-of-use and accessibility?
 - Application Functionality: Social media integrations

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- **Pre-judged Guidelines:**
 - **Deadline:** Advisers must submit a URL of their chapter's pre-judged presentation in Blue Panda by 4:59 p.m. Pacific on **February 23, 2024**.
 - Video submissions should be URLs. The 7-minute videos should follow the digital submission guidelines established at the 2020 National Leadership Experience.
 - Key digital submission guidelines include:
 - **Members must be in FBLA Dress Code** while recording the video.
 - Videos shall be submitted in one take. This means that only one video per competitor/team may be submitted. **The submission shall not be edited.**
 - **Members may use projectors/presentations (example: PowerPoints),** should they choose to use them.
 - Members can share their computer screen, but **members must still be seen in the recording at all times.**
 - Competitors are responsible for ensuring the URL is viewable by judges. If judges are unable to view the video, the pre-judge score will be zero.
- **Live Presentation Guidelines:**
 - **Equipment Set-up Time:** 3 minutes
 - **Presentation Time:** 7 minutes (one-minute warning)
 - **Question & Answer Time:** 3 minutes
 - **Internet Access:** Provided
 - Pre-judged materials, visual aids, and samples related to the project may be used during the presentation; however, no items may be left with the judges or audience.
 - When the equipment set-up time has elapsed, the timer will automatically start the seven-minute presentation time.
 - If performing as a team, all team members are expected to actively participate in the presentation.
 - Competitors may not view other competitors' presentations in their event.

National

Policy and Procedures Manual

- Competitors should be familiar with the Competitive Events Policy & Procedures Manual, found on the Competitive Events page on www.fbla.org.

Eligibility

- FBLA membership dues are paid by 11:59 pm Eastern Time on March 1 of the current school year.
- Members may compete in an event at NLC more than once if they have not previously placed in the top ten of that event at NLC. If a member places in the top ten of an event at NLC, they are no longer eligible to compete in that event.
- Members must be registered for the NLC and pay the national conference registration fee in order to participate in competitive events.
- Members must stay in an official FBLA hotel in order to compete.
- Each state may submit four entries.

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- Each competitor can only compete in one individual/team event and one chapter event (American Enterprise Project, Community Service Project, Local Chapter Annual Business Report, Partnership with Business Project).
- Only competitors are allowed to plan, research, prepare, and set up their presentations.
- Each competitor must compete in all parts of an event for award eligibility.
- All members of a team must consist of individuals from the same chapter.
- Picture identification (driver's license, passport, state-issued identification, or school-issued identification) is required when checking in for competitive events.
- If competitors are late for a presentation time, they will be allowed to compete until such time that results are finalized, or the accommodation would impact the fairness and integrity of the event. Competitive events start in the morning before the Opening Session of NLC.

Recognition

- The number of competitors will determine the number of winners. The maximum number of winners for each competitive event is 10.

Event Administration

- This event has two parts: preliminary presentation and final presentation
- Preliminary Presentation Information
 - **Equipment Set-up Time:** 3 minutes
 - **Presentation Time:** 7 minutes (one-minute warning)
 - **Question & Answer Time:** 3 minutes
 - **Internet Access:** Provided (Internet access may not be Wi-Fi, so competitors should plan appropriately when selecting devices on which to present. Please note that internet reliability at any conference venue cannot be guaranteed. Always have a backup plan in case internet connections go down.)
 - The presentation is judged at the NLC. Preliminary presentations are not open to conference attendees. The presentation will take place in a large, open area, with a booth size of approximately 12' x 12'.
 - Competitors/teams are randomly assigned to sections.
 - Competitors present directly from a laptop/device. Screens and projectors are not allowed for use, and competitors are not allowed to bring their own. Power will not be available.
 - Competitors can present with and bring any of the following technology into the presentation as long as it fits on the small table in front of the judges' table or is held by the competitors:
 - Laptop
 - Tablet
 - Mobile phone
 - External monitor that is approximately the size of a laptop monitor
 - Visual aids and samples related to the project may be used during the presentation; however, no items may be left with the judges or audience.

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- When the equipment set-up time has elapsed, the timer will automatically start the presentation time.
- If performing as a team, all team members are expected to actively participate in the presentation.
- No animals (except authorized service animals) will be allowed for use in any competitive event.
- Presentation should cover the following aspects of the application:
 - The platform used to develop the application. The following platforms may be used to develop the project: Google's Android, Apple iOS, or Microsoft Windows Phone.
 - The solution must run standalone with no programming errors.
 - Applications may deploy from a smartphone, tablet, or both, but must be smartphone deployable.
 - Applications do not need to be available for download from a digital-distribution multimedia-content service.
 - The usability and functionality of the program must be demonstrated to the judges.
 - Competitors must show the judges any of the following that are applicable: read me file, source code, documentation of templates/libraries used, documentation of copyright and sources of materials used.
 - The presentation should follow the rating sheet and include the following:
 - Design and Code Quality: Explain the design and implementation of the application.
 - User Experience: How do users experience the interface? Is there an ease-of-use and accessibility?
 - Application Functionality: Social media integrations
- Final Presentation Information
 - **Equipment Set-up Time:** 3 minutes
 - **Presentation Time:** 7 minutes (one-minute warning)
 - **Question & Answer Time:** 3 minutes
 - **Internet Access:** Provided (Internet access may not be Wi-Fi, so competitors should plan appropriately when selecting devices on which to present. Please note that internet reliability at any conference venue cannot be guaranteed. Always have a backup plan in case internet connections go down.)
 - An equal number of competitors/teams from each section in the preliminary round will advance to the final round. When there are more than five sections of preliminary presentations for an event, two competitors/teams from each section will advance to the final round.
 - Final presentations may be open to conference attendees, space permitting. Finalists may not view other competitors' presentation in their event.
 - Competitors can present with and bring any of the following technology into the presentation as long as it fits on the small table in front of the judges' table or is held by the competitors:

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- Laptop
- Tablet
- Mobile phone
- External monitor that is approximately the size of a laptop monitor
- The following will be provided for the final round if it occurs in a conference room: screen, power, table, and projector. Competitors using laptops or other devices that do not have an HDMI port will need to provide their own adapters. It is up to final-round competitors to determine if they wish to use the technology provided.
- Visual aids and samples related to the project may be used during the presentation; however, no items may be left with the judges or audience.
- When the equipment set-up time has elapsed, the timer will automatically start the presentation time.
- If performing as a team, all team members are expected to actively participate in the presentation.
- No animals (except authorized service animals) will be allowed for use in any competitive event.
- Presentation should cover the following aspects of the application:
 - The platform used to develop the application. The following platforms may be used to develop the project: Google’s Android, Apple iOS, or Microsoft Windows Phone.
 - The solution must run standalone with no programming errors.
 - Applications may deploy from a smartphone, tablet, or both, but must be smartphone deployable.
 - Applications do not need to be available for download from a digital-distribution multimedia-content service.
 - The usability and functionality of the program must be demonstrated to the judges.
 - Competitors must show the judges any of the following that are applicable: read me file, source code, documentation of templates/libraries used, documentation of copyright and sources of materials used.
 - The presentation should follow the rating sheet and include the following:
 - Design and Code Quality: Explain the design and implementation of the application.
 - User Experience: How do users experience the interface? Is there an ease-of-use and accessibility?
 - Application Functionality: Social media integrations

Scoring

- The preliminary presentation score will determine the finalists.
- The final presentation score will determine the winners.
- Judges must break ties. All judges’ decisions are final.

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Americans with Disabilities Act (ADA)

- FBLA meets the criteria specified in the Americans with Disabilities Act for all competitors with accommodations submitted through the conference registration system by the registration deadline.

Recording of Presentations

- No unauthorized audio or video recording devices will be allowed in any competitive event.
- Competitors in the events should be aware FBLA reserves the right to record any presentation for use in study or training materials.

Penalty Points

- Competitors may be disqualified if they violate the Competitive Event Guidelines or the Honor Code.
- Five points are deducted if competitors do not follow the Dress Code or are late for their assigned presentation time.

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Mobile Application Development Presentation Rating Sheet (Pre-judged)

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Design and Code Quality					
Planning Process	<i>No explanation or description of the planning process</i>	<i>Explains the process but does not share tangible planning documents</i>	<i>Explains the process and shares tangible planning documents</i>	<i>Explains process using industry terminology and displays tangible planning documents</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Appropriate use of classes, modules, and/or components	<i>No use of classes, modules, or components</i>	<i>Use of classes, modules, and/or components</i>	<i>Appropriate use of classes, modules, and/or components</i>	<i>Expert use of classes, modules, and/or components</i>	
	0 points	1-2 points	3-4 points	5 points	
Appropriate use of mobile app architectural patterns	<i>No use of architectural patterns</i>	<i>Unclear use of architectural patterns</i>	<i>Appropriate use of architectural patterns</i>	<i>Expert use of architectural patterns</i>	
	0 points	1-2 points	3-4 points	5 points	
User Experience					
Users can easily navigate between pages	<i>App navigation is unclear</i>	<i>App navigation contains errors</i>	<i>App navigation is clear and contains no more than one error</i>	<i>App navigation is error free and can be used without instruction</i>	
	0 points	1-6 points	7-8 points	9-10 points	
User interface is intuitive or clear instructions are provided	<i>No instructions provided and is not intuitive</i>	<i>Instructions provided or app is not intuitive</i>	<i>Appropriate & clear instructions are provided</i>	<i>App is intuitive and clear instructions are provided</i>	
	0 points	1-2 points	3-4 points	5 points	
Icons/graphical elements are appropriate and consistent	<i>App does not have a custom icon or graphics</i>	<i>App has a basic custom icon and graphics</i>	<i>App has an icon that tells something about the app</i>	<i>App has an icon that tells something about the app and is integrated into app graphics</i>	
	0 points	1-2 points	3-4 points	5 points	
User input is validated	<i>User input isn't validated</i>	<i>User input is somewhat validated</i>	<i>User input is validated</i>	<i>Input validation applied on both syntactical and semantic levels</i>	
	0 points	1-2 points	3-4 points	5 points	
Application Functionality					
Program addresses all parts of the prompt	<i>Application does not address the topic/problem</i>	<i>Application addresses the topic/problem at a minimal level</i>	<i>Application fully addresses the topic/problem</i>	<i>Application fully addresses the topic/problem, and the correlation is explained in the instructions</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Integrated with social media	<i>Social media is not incorporated</i>	<i>One social media platform is incorporated</i>	<i>Two or more social media platforms are incorporated</i>	<i>App is integrated to work directly with at least one social media application</i>	
	0 points	1-6 points	7-8 points	9-10 points	

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Documentation and copyright compliance	Sources are not cited	Sources/References are seldom cited to support statements	Professionally legitimate sources & resources that support statements are generally present	Compelling evidence from professionally legitimate sources & resources is given to support statements	
	0 points	1-2 points	3-4 points	5 points	
Staff Only: Penalty Points (5 points for dress code penalty and/or 5 points for late arrival penalty)					
Presentation Total (70 points)					
Name(s):					
School:					
Judge Signature:					Date:
Comments:					

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Mobile Application Development Presentation Rating Sheet (State Final and National)

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Design and Code Quality					
Planning Process	No explanation or description of the planning process	Explains the process but does not share tangible planning documents	Explains the process and shares tangible planning documents	Explains process using industry terminology and displays tangible planning documents	
	0 points	1-6 points	7-8 points	9-10 points	
Appropriate use of classes, modules, and/or components	No use of classes, modules, or components	Use of classes, modules, and/or components	Appropriate use of classes, modules, and/or components	Expert use of classes, modules, and/or components	
	0 points	1-2 points	3-4 points	5 points	
Appropriate use of mobile app architectural patterns	No use of architectural patterns	Unclear use of architectural patterns	Appropriate use of architectural patterns	Expert use of architectural patterns	
	0 points	1-2 points	3-4 points	5 points	
User Experience					
Users can easily navigate between pages	App navigation is unclear	App navigation contains errors	App navigation is clear and contains no more than one error	App navigation is error free and can be used without instruction	
	0 points	1-6 points	7-8 points	9-10 points	
User interface is intuitive or clear instructions are provided	No instructions provided and is not intuitive	Instructions provided or app is not intuitive	Appropriate & clear instructions are provided	App is intuitive and clear instructions are provided	
	0 points	1-2 points	3-4 points	5 points	
Icons/graphical elements are appropriate and consistent	App does not have a custom icon or graphics	App has a basic custom icon and graphics	App has an icon that tells something about the app	App has an icon that tells something about the app and is integrated into app graphics	
	0 points	1-2 points	3-4 points	5 points	
User input is validated	User input isn't validated	User input is somewhat validated	User input is validated	Input validation applied on both syntactical and semantic levels	
	0 points	1-2 points	3-4 points	5 points	
Application Functionality					
Program addresses all parts of the prompt	Application does not address the topic/problem	Application addresses the topic/problem at a minimal level	Application fully addresses the topic/problem	Application fully addresses the topic/problem, and the correlation is explained in the instructions	
	0 points	1-6 points	7-8 points	9-10 points	
Integrated with social media	Social media is not incorporated	One social media platform is incorporated	Two or more social media platforms are incorporated	App is integrated to work directly with at least one social media application	
	0 points	1-6 points	7-8 points	9-10 points	

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Documentation and copyright compliance	Sources are not cited	Sources/References are seldom cited to support statements	Professionally legitimate sources & resources that support statements are generally present	Compelling evidence from professionally legitimate sources & resources is given to support statements	
	0 points	1-2 points	3-4 points	5 points	
Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Presentation Delivery					
Statements are well-organized and clearly stated	Competitor(s) did not appear prepared	Competitor(s) were prepared, but flow was not logical	Presentation flowed in logical sequence	Presentation flowed in a logical sequence; statements were well organized	
	0 points	1-6 points	7-8 points	9-10 points	
Demonstrates self-confidence, poise, assertiveness, and good voice projection	Competitor(s) did not demonstrate self-confidence	Competitor(s) demonstrated self-confidence and poise	Competitor(s) demonstrated self-confidence, poise, and good voice projection	Competitor(s) demonstrated self-confidence, poise, good voice projection, and assertiveness	
	0 points	1-6 points	7-8 points	9-10 points	
Demonstrates the ability to effectively answer questions	Unable to answer questions	Does not completely answer questions	Completely answers questions	Interacted with the judges in the process of completely answering questions	
	0 points	1-6 points	7-8 points	9-10 points	
Staff Only: Penalty Points (5 points for dress code penalty and/or 5 points for late arrival penalty)					
Presentation Total (100 points)					

Name(s):	
School:	
Judge Signature:	Date:

Comments: