

MSC MALAYSIA ~ ERICSSON INNOVATION AWARDS

STAGE 1: EVALUATION OF WRITTEN PROPOSALS GENERAL OUTLINE OF JUDGING CRITERIA

1. OVERALL APPROACH

Proper identification of target users, provide useful application that caters to target users needs, offer experience that enhance users' quality of life, feasible workable concept.

- *Identify appropriate application that meets the needs of target groups.*
- *Provide experience that enhances the users' quality of life.*

2. TECHNOLOGY

Making the technology invisible, ie: enabling users to access and utilize the application without being burdened by connection failure, security or network infrastructure issues.

- *Ease of use.*
- *Easily accessible to the target group.*

3. CREATIVITY & ORIGINALITY

- *Novelty of idea*