

MSC MALAYSIA ~ ERICSSON INNOVATION AWARDS

STAGE 3: PROTOTYPE PRESENTATION GENERAL OUTLINE OF JUDGING CRITERIA

1. OVERALL PERSPECTIVE

- *Application works / runs as described in the concept paper.*
- *Creativity and innovation.*

2. TECHNOLOGY PERSPECTIVE

- *Successful initiation of the application and fast response time.*
- *User-friendliness (easily accessible, available and encourages usage).*
- *Stability and smooth running of application (application works during demonstration / connectivity).*

3. END - USERS' PERSPECTIVE

- *Practicality of application.*
- *Application adds value or enhances quality of life of target user groups*