

WebDocs Development Assessment Criteria

Assessment Criteria	Overall Points	Points details
Team	20	<p>Track record of applicant company and production team</p> <p>Key personnel (experience and achievements)</p> <p>Key partners (relevance)</p> <p>Degree to which expertise is complementary</p>
Creativity & User Experience	35	<p>Content/Subject Matter</p> <p>User Experience (UX)</p> <p>Design</p> <p>Audience Appeal (why does audience want this?)</p> <p>Originality (concept/form)</p> <p>Research Plan</p> <p>Relevance of Prototype to overall project</p>
Feasibility	25	<p>Allocation of resources</p> <p>Development Schedule</p> <p>Budget analysis (appropriateness of budget to creative)</p> <p>Financing Plan and future plans to finance project</p> <p>Technology (for production and delivery of prototype)</p>
Development Plan Viability	20	<p>Are the development activities aligned to bring the project to the next phase of production, to secure production financing?</p> <p>Do the proposed activities fit into the overall development plan?</p> <p>Market Partner Suitability: Does the project align well with the strategy and objectives of the market partner?</p> <p>Market Interest: The level of support demonstrated by market partner.</p>
TOTAL	100	