MED APPJAM 2016

Information Packet

Hosted by:

//ICSSC
ICS STUDENT COUNCIL

In collaboration with:

UCIrvine
DONALD BREN SCHOOL OF
INFORMATION & COMPUTER SCIENCES

SCHOOL OF MEDICINE
UNIVERSITY of CALIFORNIA · IRVINE

Kickoff:

November 8th, 2016

DBH 6011

5:00 - 7:30 PM

Competition:

November 8th, 2016 – November 22nd, 2016

Judging Ceremony:

November 22nd, 2016

Student Center, Pacific Ballroom

12:00 – 6:00 PM

🌐 medappjam.com

🐦 twitter.com/medappjam
#medappjam2016
tinyurl.com/medappjam2016fb

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INTRODUCTION

What information is provided in this packet?

This packet is intended to act as a guide and resource for individuals participating in Med AppJam 2016. The information necessary for succeeding in this event can be found in this packet. If you have any more questions, please visit our website at medappjam.com and contact us through there. We are also on twitter and facebook.

What is Med AppJam?

Med AppJam is a 14-day long collaborative competition where teams of ICS, Engineering, Nursing, and Medical students come together to create a fully functional mobile application related to the medical field. These cross-disciplinary teams promote the sharing of medical knowledge, programming skills, and innovation. It also provides a more entrepreneurial environment and a unique learning experience for all involved. Applications are judged on various criteria, and the top teams are awarded prizes and recognition.

This year will be the fifth consecutive year that UC Irvine's ICS Student Council will partner with the UC Irvine School of Medicine to host the competition. Hundreds of individuals have come together to build and compete in Med AppJam. Last year, we focused on iOS-only applications, but this year we are opening the competition to both iOS and Android development. We hope this will allow people to build even better apps that can help out in the medical field through clinical apps as well as educational apps.

How are teams determined?

During the application process, participants will indicate their previous experience, skills, and preferred teammates. We will then go through and build teams that are balanced in terms of experience while trying to accommodate participants' preferences.

Each team will be composed of 3-7 members (actual numbers are dependent on the total of students who sign up). Though most of the team members will be programmers, actual experience varies and most of our applicants have little app development experience. Each

team will also have at least one Med student or one Nursing student. Teams should utilize the knowledge and expertise of each member of the team to create a unique app idea and plan.

Programming Language?

Applications created during Med AppJam can be coded using Objective-C/Swift for iOS and Java for Android. It is up to the team to decide which language they wish to use to develop the application.

Can I use Cross-Platform Mobile Development Tools?

The only Cross-Platform mobile development tools allowed are Apache Cordova, and React Native. Use of either must be specified in presentations and documents presented during judging.

Despite these development tools being allowed, we strongly suggest the use of Objective-C/Swift or Java.

Can I develop for an Apple Watch?

We do allow for the development on Apple Watches. However, applications for Apple Watches MUST be paired with a mobile application for a iPhone or iPad for judging.

More Questions?

We have tried our best to create an informational packet that contains the information necessary to do well in the competition. However, if something is not covered in the packet or anything in the information packet is unclear, please contact us at http://www.medappjam.com/contact/.

THEME

The theme for Med AppJam 2016 is an application that focuses on clinician interactions, patient interactions, or clinician/patient interactions.

Teams will be required to submit an application pitch to us within the first 24 hours of the competition as part of their first blog submission. The pitch should include a proposed name of the app, a brief description of what the app does, the app's target audience, and a low fidelity mockup of the application. At this point, the proposal will either be approved or denied. It is recommended to have backup application ideas. For more information, please refer to the DELIVERABLES section.

RESOURCES

Kay Family Foundation Lab

The Kay Family Foundation Innovation Lab (Mac Lab, ICS2 110) is a resource for all Med AppJam competitors. You may get access to the lab by getting your palm scanned in DBH 1407 between 9:30 and 11:30am. Just mention that you want access to the lab for Med AppJam. Once you have access, you can use this room during operating hours (7AM-10PM) for the quarter.

Prototyping

There are many programs available for creating mockups of your application. Some of these include Balsamiq and Prototyping on Paper (iPad). Preliminary mockups can also be drawn and written on paper. For more information, please refer to the DELIVERABLES section.

TIPS FOR SUCCEEDING

What To Expect For The Next 14 Days

The 14 days of this competition will be tough! You will need every single day in order to succeed. You will need to design, develop, and prepare to present an application. Teams are responsible for blogging daily about the progress about their application, and submitting the necessary deliverables before the deadlines. More information about the deadlines and required deliverables can be found in the CONTEST REQUIREMENTS section.

- Always keep in contact with your team.
  - Meet daily, keep constant email/phone contact.
- Assign tasks, use some sort of task manager
  - Trello.com [free]
  - Asana.com [free]
- Use a form of version control (such as git)
  - Github.com
    - You can request an education account for Github to create private repositories for 2 years. (education.github.com)

LEGAL INFORMATION

<u>Any team seen violating any of these rules will be immediately disqualified from Med AppJam.</u>

The ideas that belong to the group (the code and concepts developed during the AppJam or contributed by a team member) cannot be taken by individual team members and used outside of that group without the prior authorization of that group.

Any faculty members or other individuals who have agreements in place that claim ownership over ideas generated by them while they are employed, regardless of where such ideas were generated, are ineligible to participate in the AppJam, as that is a clear danger to the ownership of the application.

Each team owns the rights to the idea/concept and the code of their mobile app. No company, faculty member, or outside individual can take the rights of their mobile app away without the team intentionally giving their rights up to the outside entity. This includes getting an outside entity like a faculty member or company to help during the design or developing stages.

Teams cannot sign a NDA (non-disclosure agreement) with another outside party as this will cause risk, legal, and contractual issues between the university and the outside party. Teams are able to sign NDAs after the Med AppJam is over.

Plagiarism

Teams may not copy code from a copyrighted source or from another team. At least 80% of your code must be created during Med AppJam. You may not re-use an app that you have already created.

Open Source Library Usage

Teams are welcome to use open source, freely available libraries to enhance their app. Any sources used must be mentioned and explained in your blogs when you decide to use them. You may not claim credit for implementing these features.

JUDGING PROCESS & CRITERIA

Teams will submit a 2-minute video describing the app (i.e. how the app works and why this app is useful) for judges to watch before the judging event. That way, judges can personalize their questions to participants during the judging event.

<u>Judging Criteria Categories</u>
- Most Innovative
  - How "disruptive" is the app idea to healthcare? How much will it impact the existing ecosystem of healthcare apps? Is it a 1.5x improvement or a 10x improvement to existing healthcare solutions?
- Most Technical/Best User Experience
  - Have the features of the iPad been effectively utilized, e.g., gyroscope, accelerometer, audio, etc.)? How easy is it to use is the app? Is the app user-friendly and intuitive?
- Most Startup Potential
  - Does the app idea have great Product/Market Fit?
  - Is there data collected regarding product market research and competitive analysis.
- The Grand Prize will be awarded to the application that has excelled in all of the above categories.
- Best Use of Digital Marketing (Optional)
  - How well have you marketed your application using the #medappjam2016 hashtag through social media, and blog posts?

CONTEST REQUIREMENTS AND DELIVERABLES

- Your application must be able to run on an iOS device.
- During the competition, your team must blog   about your progress.
  - There are instructions on our website [here](#) that detail how to create an account on the medappjam.com website, and how to create a blog post.
- Deliverables submitted must be in PDF format. Some deliverables may be an image (PNG, JPEG, etc). You should have received an email detailing the process for submitting deliverables (through Google Drive). If not, please contact us.
- You must fill out a required survey at the beginning and end of the competition.
- We will keep track of all blog posts and submissions. Failure to submit deliverables on time will result in your score being penalized.

Deliverables
- Within the first 24 hours of the competition, your team must create a blog post with the idea for your application, to be approved by administrators. Additionally, you will need to submit low fidelity mockups of your application (this can be rendered in a program such as balsamiq, or hand drawn).
  - In the case any team's idea changes during the competition, any and all changes of ideas must be submitted by **Sunday 11/13/2015 at 11:59pm** for approval. This can be done via email. Please contact us at medappjam.com/contact/. Judging will not be affected by a change of application.
- Halfway through the competition **(latest by Monday 11/14/2015 at 11:59pm)**, you will need to submit a blurb for your application - these will be put on the programs for the judging ceremony
- Halfway through the competition **(latest by Monday 11/14/2015 at 11:59pm)**, you will need to provide high fidelity mockups of your application
  - They do not have to be what the final product will look like - we want to see that progress is being made on your application.
- The day before the judging event (11/21/2015) by 11:59PM , you will need to submit a video pitch (2 minutes max) of your application
  - Judges will watch these videos before the judging ceremony so they can have an idea of what your application does.
- What you need to have when finished
  - A functioning application
  - A way to demo your app (iphone/ipad/simulator)

- A poster board detailing your app
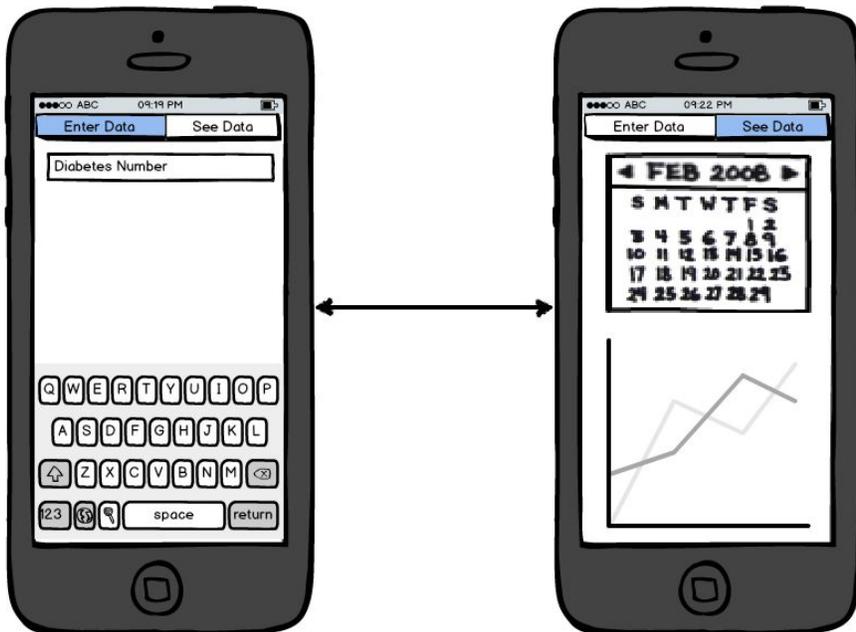- A portfolio of team documents created throughout the competition

Examples

Design Document:

      Template (2 pages max)

Storyboards:

      www.storyboardthat.com/

Mockup (using Balsamiq):

IMPORTANT DATES AND DEADLINES

- FIRST 24 HOURS - DUE BY November 9th, 11:59 PM
  - Pitch application idea for approval (Blog Post)
  - Include Low-fidelity mockup of application in blog post (Can be hand-drawn)
  - Beginning Survey
  - Establish communication between team
- Sunday, November 13th 11:59 PM
  - Last day to submit a "change of application" proposal
- MIDWAY - Monday, November 14th 11:59 PM
  - Design/requirements document (2 pages max)
  - High fidelity mockup
  - Use cases/Storyboards
    - **You only have to choose 1.** You may choose to do more, as this may be beneficial for your team. Additionally, it would add to your final portfolio of documents that you can showcase at the judging ceremony.
  - Elevator Pitch
    A 30-60 second elevator pitch to grab a judge's attention!
    - What's the problem we're going to solve?
    - Why are we doing this?
    - Why this is a good idea
    - What else is out there
    - Why we're the people to do it
- Day before Deadline - November 21 11:59 PM
  - Video Pitch (2 minutes max)
  - Submit final code/assets to dropbox
- FINAL - November 22th
  - Working Application (demo-able on iPad/iPhone/Simulator)
  - Posterboard
  - Feedback survey
- DAILY
  - Blog posts on http://medappjam.com/
  - Register via the right hand side, use the username "team#", so if you are team 4, register with the username "team4".
  - Categorize your posts under "medappjam2016" and your "team#"

TEAM MEMBER RESPONSIBILITIES

We have provided for you a rough guideline as to what each member of the team may be responsible for during the competition. Keep in mind that this is not a requirement, but more of a recommendation that may help your team throughout the competition.

Planning/Concept	Development/Design
Medical Students	ICS Students

ICS Students
- Technical/Coding aspect
- Application Design and Implementation
- Deliverables:
    - Design/requirements specifications documents
    - Mockups

Med Student(s)
- Work in latter half
- Pitch and sell it
- Provide a narrative/context for the application
- Deliverables:
    - Use Cases/Storyboards

General Responsibilities
- Push what happens after the competition
- Increase interaction between all the team members
- Screenshots, guided walkthrough, high yield description
- Team blog posts
- Marketing/advertising

Additionally, the winning teams will be able to publish their app on the App Store free of cost, if they so choose. If you are a winning team and wish to publish your app, please contact us for more information.