Open data mashup challenge

"Enhancing the student journey"

Entry criteria

- The 'Enhancing the student journey" open data mashup challenge is organised by Universities UK in partnership with the Open Data Institute and Jisc.
- The challenge is open to all university students and staff, as well as individuals, startups, SMEs and social enterprises from outside higher education. All entrants should be based in the UK.
- You do not need to have assembled a team prior to entry. If selected for the open data mash up day, entrants may be invited to work together on collaborative projects.
- Entrants must be 18 or over in order to take part.
- Entrants should ensure that they have the skills to work with datasets and rapidly develop a demonstrator visualisation for a software product.
- Entrants must be available to participate on the open data mashup day on 17 November 2015, should they be selected as finalists.
- Ideas will be uploaded to the Elevator crowdsourcing site. Following an open vote by university students and staff, finalists will be selected to participate in the open data mashup day.
- Following the open data mashup day, UUK and its partners will showcase entrants' visualisations within the higher education sector to promote the opportunities of using open data to universities, using video, digital and print channels. All entrants need to demonstrate a willingness to share their ideas, experiences and learning openly.
- £5,000 worth of development support from digital technologies charity Jisc will be awarded to the individual or team that pitches the demo visualisation which the judges consider to have the most potential to enhance the student journey and be further developed into a prototype app.
- Universities UK and its partners reserve the right to not make an award if none of the entrants' visualisations satisfies the judging criteria below in accordance with the challenge terms and conditions.
- Projects which are deemed to promote political, religious, defamatory or ideological views or campaigns will not be eligible to participate in the challenge and will be removed from the challenge site.

Judging criteria

Entrants should present a pitch to the judges which incorporates a demonstrator visualisation of a software application for a mobile device. The visualisation can be produced in a range of formats such as wireframe, slideshow, storyboard or app prototype.

We are looking for ideas for an app that uses open data sets to help university students navigate key points in their 'student journey' - from first thoughts about choosing a course through to leaving and looking for a job. Here are some examples of questions they might seek answers to:

- How do I choose a course and find out what funding support is available?
- How do I find accommodation that is right for me?
- How do I locate library resources, lab equipment or computers?
- How can I search for work placements, jobs or volunteering?

The judges are looking for a pitch that:

- Shows that the product makes use of at least one open data source and at least one sample data set supplied by a university. (A range of open data sets will be made available to all entrants, and additional datasets provided by university partners will be available for finalists on the open data mashup day on 17 November.)

- Demonstrates that the team have understood and exploited the value of combining datasets to create a digital product or service.

- Illustrates how the product would use student entered data (user generated content) to personalise the service.

- Explains how the product meets a specific student need or solves an information problem.

Also see the challenge [terms and conditions](#).

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