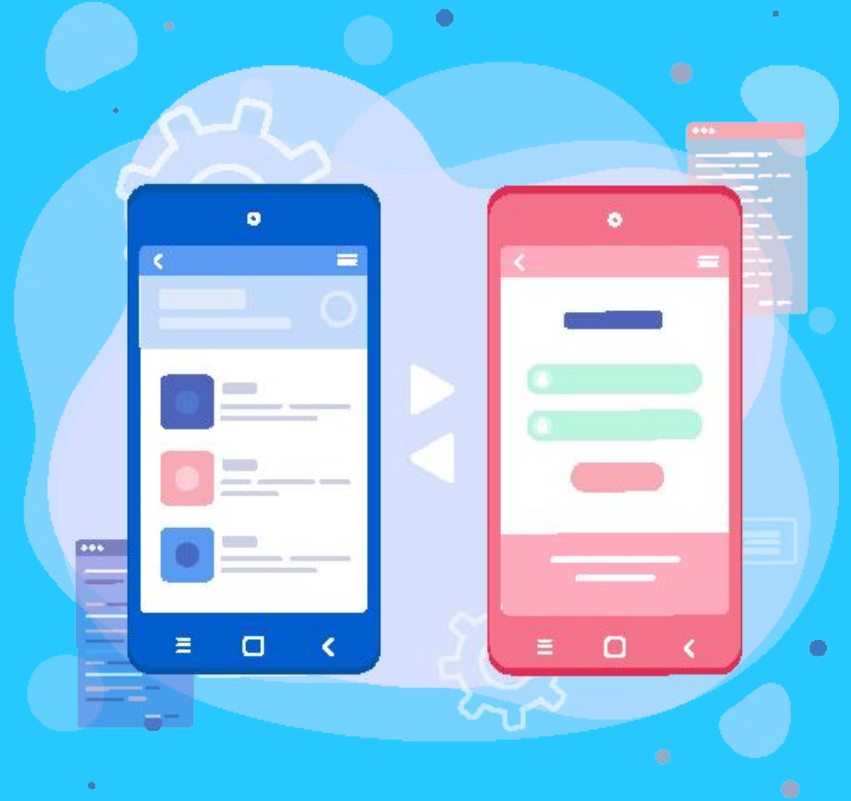




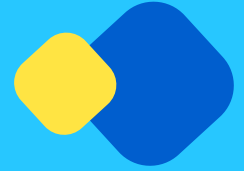
MAD *learn*<sup>®</sup>

# APP WARS

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# ◀ How It Works ▶



- Download the MAD-store app from either the Apple App or Google Play stores - or go to <https://www.mad-store.com> from your computer
- Choose a category and evaluate the two apps in that category based on the criteria listed in the rubric. Decide “which app did it better”.
- Summarize your process and selection.



# Criteria

- **Functionality**  
How easy is it to use the app?
- **High level of user engagement**  
Is the app interactive?
- **Repeat use potential**  
Would a user want to use the app again?
- **Unique topic or approach**  
What makes this app different or unique from other apps?
- **Strong, consistent branding**  
Is the company name/logo and overall style consistent throughout the app?
- **Strong, consistent design elements**  
Do all the screens have the same look and feel? Are the same colors used throughout the app?  
Is the style/design consistent?
- **Clarity of information**  
Does the app make sense? Is the information presented well-written?
- **Timely information**  
Is the information relevant to today? Is the information outdated?



**Criteria**

**OR (see next slide)**

# Which app did it better?

**THE  
WINNER**



User Friendly

Unique Topic

Strong Branding

Clear Information

Relevant



# Which app did it better?

\*Rate each app based on the criteria below on a scale of 1-10 and provide a short explanation for each (Scale: 1=poor, 10= excellent)

**THE  
WINNER**



User Friendly

Unique Topic

Strong Branding

Clear Information

Relevant





**LET  
THE  
GAMES  
BEGIN!**



### Apps About Health - 1

**App Name:**  
Life in Motion



**App Code:**  
359-978-750

**App Name:**  
HealthySnacks

**App Code:**  
660-399-499

### Apps About Culture - 4

**App Name:**  
My People



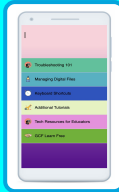
**App Code:**  
257-539-293

**App Name:**  
BanglaGuide

**App Code:**  
993-955-863

### Apps About STEM/Tech - 2

**App Name:**  
AMS STEM



**App Code:**  
684-773-628

**App Name:**  
Tip.Top.Ed.Tech

**App Code:**  
702-927-211

### Apps For Choosing Your Own Path - 5

**App Name:**  
Choice Survival



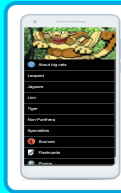
**App Code:**  
073-257-066

**App Name:**  
2 Voices

**App code:**  
853-602-683

### Apps About Animals - 3

**App Name:**  
About Big Cats



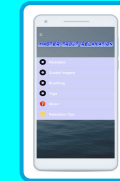
**App Code:**  
706-515-360

**App Name:**  
Major Cattle Breeds

**App Code:**  
345-648-048

### Apps About Relaxation - 6

**App Name:**  
Mr. T Relaxation



**App Code:**  
657-255-692

**App Name:**  
Life Skills

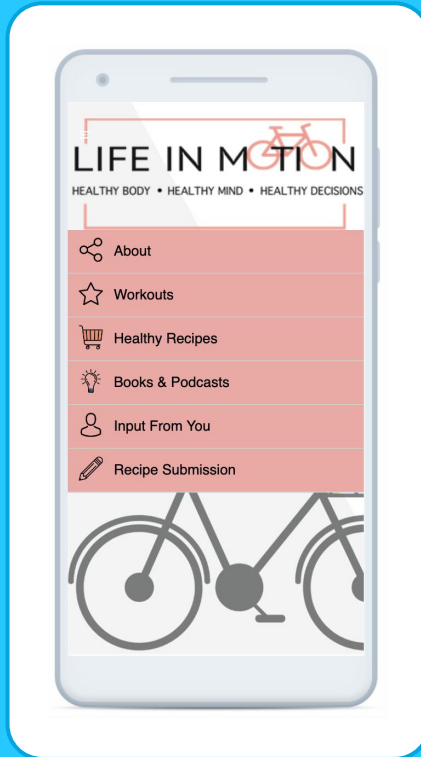
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322-062-833



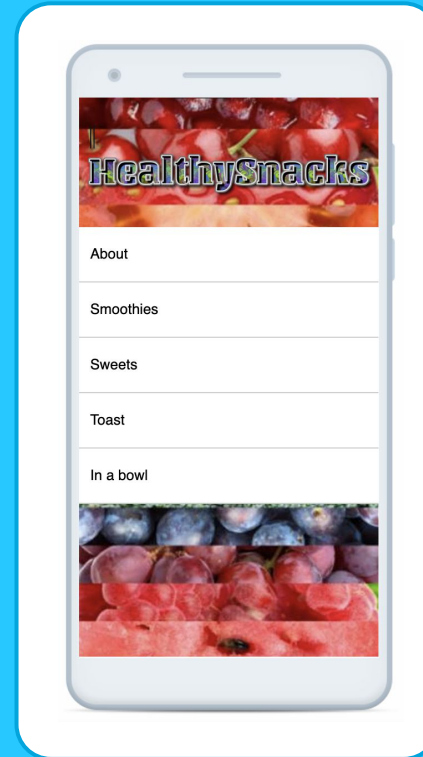
# ◀ Apps About Health ▶

App Name:  
Life in Motion

App Code:  
359-978-750



VS.



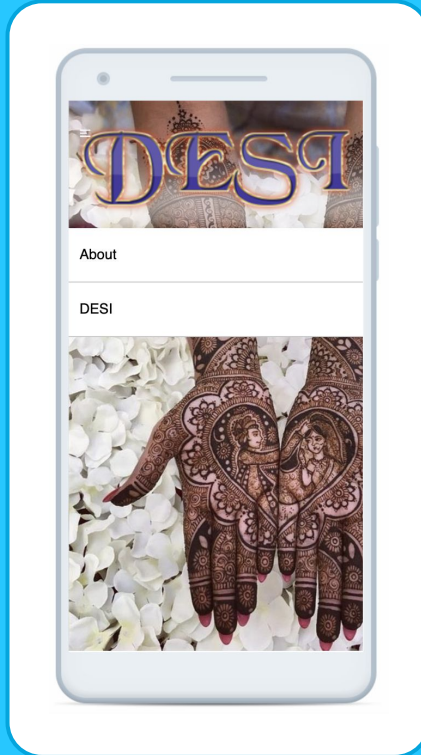
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HealthySnacks

App Code:  
660-399-499

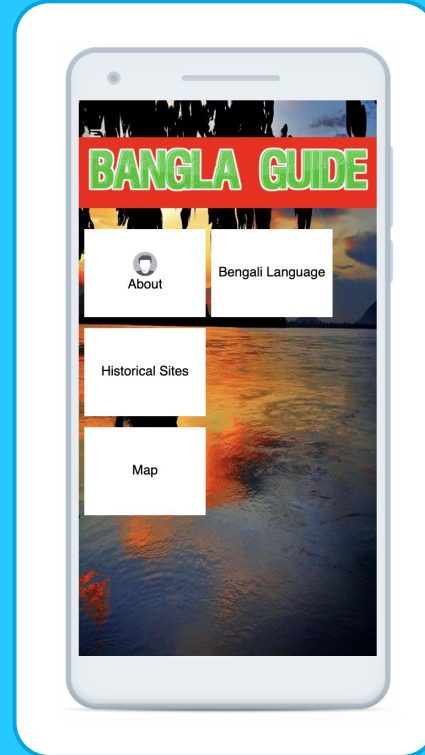
# ◀ Apps About Culture ▶

App Name:  
My People

App Code:  
257-539-293



VS.



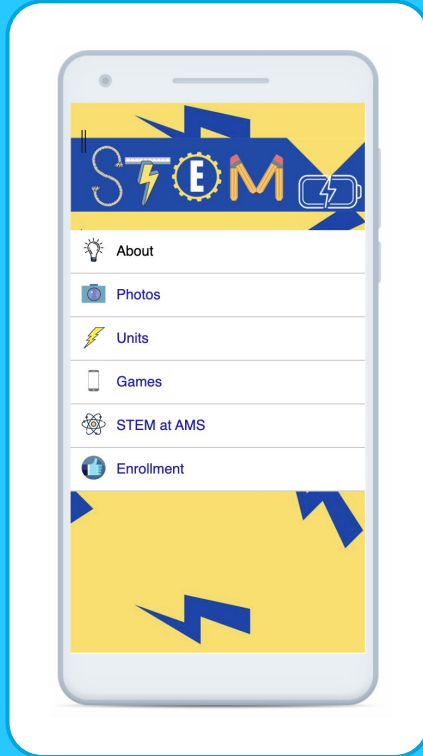
App Name:  
BanglaGuide

App Code:  
993-955-863

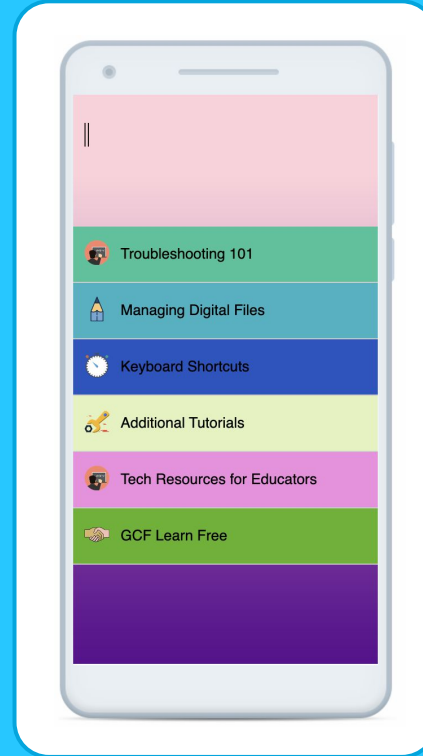
# Apps About STEM/Tech

App Name:  
**AMS STEM**

App code:  
**684-773-628**



**VS.**



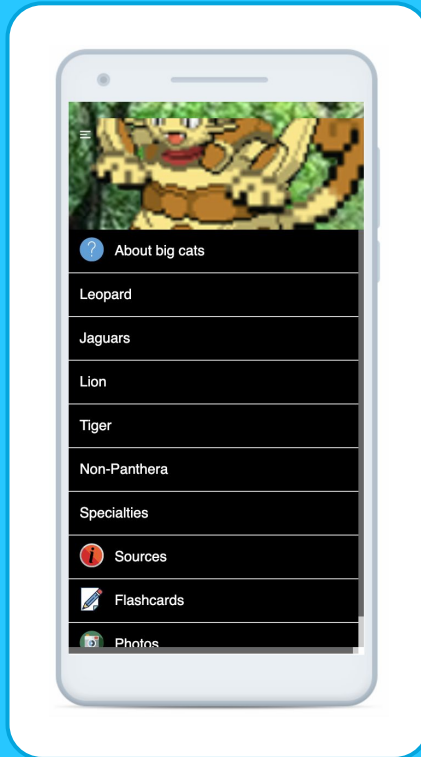
App Name:  
**Tip.Top.Ed.Tech**

App Code:  
**702-927-211**

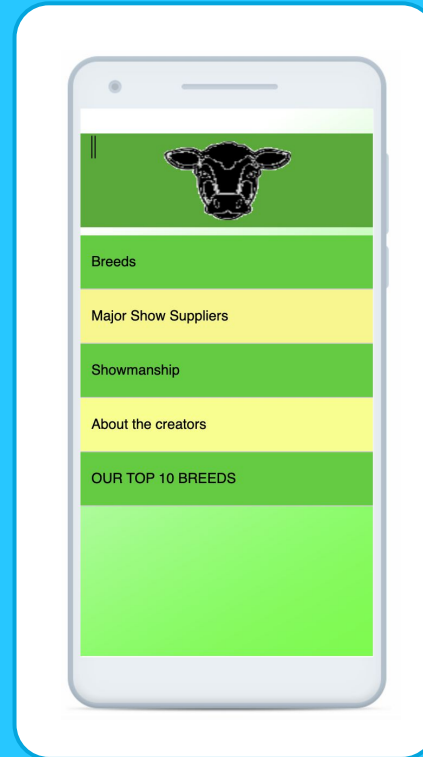
# ◀ Apps About Animals ▶

App Name:  
**About Big Cats**

App Code:  
**706-515-360**



**VS.**



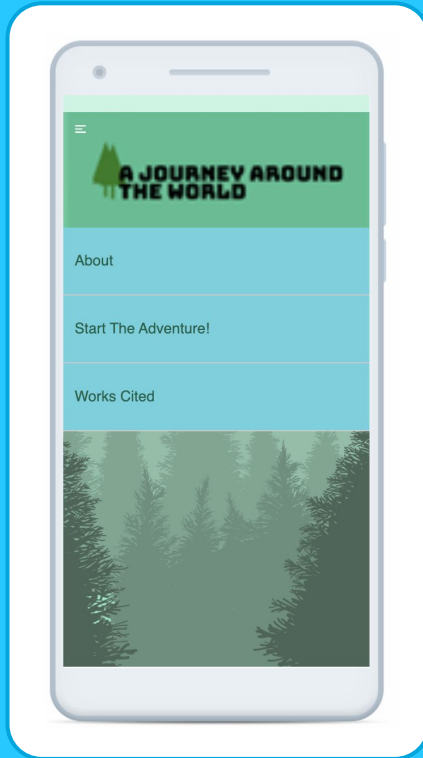
App Name:  
**Major Cattle Breeds**

App Code:  
**345-648-048**

# ◀ Apps For Choosing Your Own Path ▶

App Name:  
**Choice Survival**

App Code:  
**073-257-066**



**VS.**



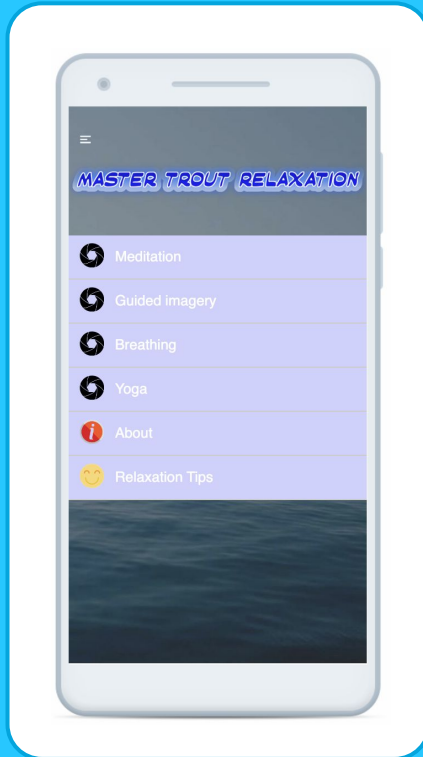
App Name:  
**2 Voices**

App Code:  
**853-602-683**

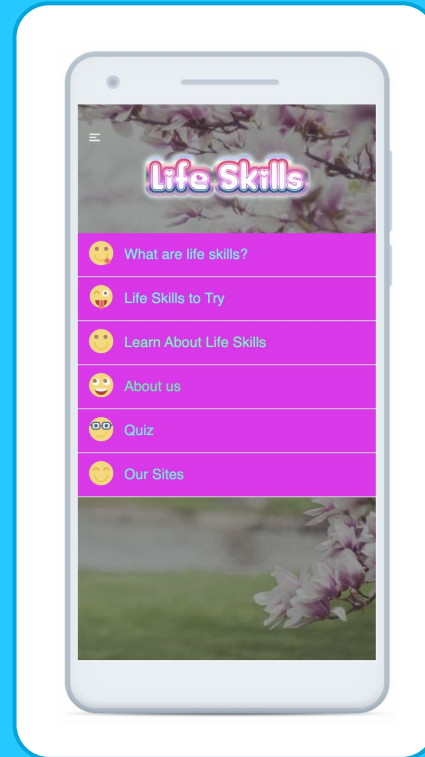
# ◀ Apps About Relaxation ▶

App Name:  
**Mr. T Relaxation**

App Code:  
**657-255-692**



**VS.**



App Name:  
**Life Skills**

App Code:  
**322-062-833**

# Rubric

Element	Points (/5)	Support
<b>Functionality</b> <i>How easy is it to use the app?</i>		
<b>Engagement</b> <i>Is the app interactive?</i>		
<b>Repeat Use</b> <i>Would a user want to use the app again?</i>		
<b>Uniqueness</b> <i>What makes this app different or unique from other apps?</i>		
<b>Branding</b> <i>Is the app name/logo and overall style consistent throughout the app?</i>		
<b>Design</b> <i>Do all the screens have the same look and feel? Are the same colors used throughout the app? Is the style/design consistent?</i>		
<b>Clarity</b> <i>Does the app make sense? Is the information well-written?</i>		
<b>Timeliness</b> <i>Is the information relevant to today? Is the information outdated?</i>		