

# ITU<sup>1</sup> Regional Competition for Latin America and the Caribbean

## ***“Mobile Applications for Accessibility”***

In partnership with SAMSUNG Brazil

### Invitation

The ITU’s ***Applications for Accessibility Award*** is a competition to promote the creation and development of new solutions involving mobile applications for any type of platform, focused on accessibility.

This contest is primarily focused on developing innovative and creative solutions to benefit persons with disability (PwD), bringing more social inclusion and interaction, comfort and quality of life to their daily routine through mobile technologies.

It is expected that new concepts of mobile applications are developed to be used by people with sensory, mobility and cognitive disabilities, which may involve services on the web or be integrated into mobile devices including wearables, peripherals or hardware devices developed by the participant. It is mandatory that the mobile application be developed for most known operating systems for use on smartphones or tablets.

The 2016 edition of the ITU Applications for Accessibility Award will be once again carried out in collaboration with SAMSUNG Brazil but this year will have two categories of participation:

1. Ideas, solutions or projects that still need to be developed or that are under development so that target public can enjoy them. ***It is important to highlight that ITU and SAMSUNG are not making any commitment nor will have any responsibility related to the development of the submitted solutions and neither will provide any kind of resources to make it happen, such as human or financial.***
2. Solutions to benefit people with disability that are already developed or available in the market - in this case the contest will help in the promotion of these solutions to ensure target public knows about them;

The solutions proposed and developed by the participants of the competition will be analyzed by a Judging Contest Committee, composed of ITU and SAMSUNG representatives, experts from different areas related to mobile products and services, representatives of organizations of persons with disability, and also by special guests involved with the issue PwD.

Each member of the Judging Committee will assign a score to each proposed solution, according to the following criteria: Creativity, User’s Experience and Solution Development.

### Participation

To enter the contest, please submit either an idea of a mobile solution focused on accessibility, or information about the mobile solution you have developed. While the creation of a solution prototype is not a requirement in the case of the idea, submission of documentation on the solution would facilitate the evaluation of the “technical feasibility of the solution” requirement (see details below).

The submission of the following information is recommended to each category:

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<sup>1</sup> International Telecommunication Union

1. **Product under conception or development:** The proposed idea is still under conception or the project is under development and there is no available version to be used by people with disabilities.

While the creation of a solution prototype is not a requirement for this category, submission of documentation on the solution would facilitate the evaluation of the “technical feasibility of the solution” requirement (see details under "Classification")

To participate, please submit all information you have about your idea. We recommend:

- **Solution Overview:** A high level picture of the solution, containing the main components and the relation between them.
  - **Components Description:** A detailed description of the components, how they work and how are the interfaces.
  - **Main Use Case Scenario:** A detailed description of the main solution use case, what are the actors, the sequence of actions, the input and outputs, etc.
  - **Sample Screens:** At least one or two solution screens and the screen flow.
2. **Product available for use:** The solution to benefit people with disabilities is already developed and it is available to be used or tested by people with disabilities.

For this category at least a solution prototype is required. The developed solution or the created prototype will be evaluated following "Solution Development" criteria.

To enter the contest please submit all information you have about your solution (it is recommended to send the same ones required for the previous category - Solution Overview, Components Description, Main Use Case Scenario and Sample Screens) and also the apk and the instructions to install and run your application.

The contest will accept proposals from individuals and teams and interested participants may also register until **June 15, 2016** through the “Send your Idea” link of this website.

### **Period for solution development or to submit an idea or solution**

Registered participants will have until **31 July 2016** to submit their proposals using the form template available at the Contest webpage. Only proposals using the template will be accepted. Additional materials such as application drawings, videos, navigable prototypes, executables (APK's) and slide shows, can also be sent along with the required template.

Competitors are required to maintain an ethical conduct and may be subject to disqualification – so please note that members of the competing team must control the majority of the intellectual property rights of the app submitted to the competition and must account for the majority of the work and resources put into the creation and prototyping of the app.

***Participation of employees, or persons related to ITU and/or SAMSUNG is prohibited***

It is highlighted that neither ITU nor SAMSUNG will provide the resources for the development of the solution submitted to the contest - ***participants are responsible for seeking the necessary resources to develop their idea.***

## Classification

The Judging Contest Committee will assign grades to all the solutions presented within the deadline established, that involves a mobile app, according to the table of criteria with their respective weight and grade.

CRITERIA	SPECIFICATION	WEIGHT	GRADE			
			Very low	Low	High	Very high
<b>Creativity</b>	<ul style="list-style-type: none"><li>Innovation-originality of the idea</li></ul>	40	1	2	3	4
<b>Solution Development</b>	<ul style="list-style-type: none"><li>Technical feasibility of the solution</li><li>Quality and finishing of the solution presented</li></ul>	20	1	2	3	4
<b>User's Experience</b>	<ul style="list-style-type: none"><li>Size of the target public benefiting from the solution</li><li>Impact of the solution in user's life</li><li>Mobile application with good use experience</li></ul>	40	1	2	3	4

The sum of all grades obtained by each proposal, multiplied by its weight - in accordance to the formula below - will be considered the final score.

$$\text{FINAL SCORE} = \text{Creativity} \times 40 + \text{Development} \times 20 + \text{Experience} \times 40$$

The solutions will be sorted in descending order of their FINAL SCORE, and the highest FINAL SCORE will be declared **WINNER**.

## Awarding

The ITU will award the winner or *a representative* of the winning team of each category with a fellowship to participate in the ITU Regional Event "**Accessible Americas III: Information and Communication to ALL**", that will be carried out in Mexico City, Mexico\*, from 28 to 30 November 2016. The fellowship will cover return air ticket from city of origin to Mexico City, in economy class and the most direct route, as well as a daily amount to cover the cost of lodging, meals and local transportation during the period of the event.

Both the ITU and SAMSUNG, whenever appropriate, will promote the winning solutions in national and international events organized in the framework of their mandate, thereby increasing business opportunities to the author/s.

(\*) In case winning participants are from Mexico City, fellowships offered by ITU may be granted for another ITU event in a different location to be informed by ITU.