



Nominees for the CODiE Awards are reviewed based upon a set of standardized criteria that reflect the value of a product in its totality. Nominating entities present products based on the review criteria. Judges' scores reflect all review criteria based on a 5-point scale. Review scores reflect the average across all criteria. The following is a list of primary attributes and review criteria with corresponding definitions. Each attribute will not be applicable to every award. Nominees and judges have the opportunity to provide input on additions and deletions, but changes must be unanimously approved by the judges in the category.

Delivery/Implementation Attributes

Attributes related to the types and ease of deployment as measured by the number and types of deployment options, availability and quality of documentation and the necessity of external assistance.

Type of delivery

The number and combination of deployment methods

- Receipt by compact disc or other physical delivery mechanism
- Download through Internet from external server
- Delivery through On-Premise Network
- Delivery through Software as Service (SaaS) or cloud-based delivery
- Mobile download
- Combination of deployment types
- Other

Existence of training and orientation documentation (y/n)

The existence and types of help or other instructional documentation

- Availability of online (live or recorded)
- Availability of offline (live or recorded)
- Combination of online and offline
- Perceived overall quality of documentation

Existence of personal training and support

The existence, type and perceived quality of deployment or implementation training

- Existence of training (y/n)
- Type of training
 - Self guided
 - Vendor provided: is an external consultant necessary for the product's implementation initial deployment including technical assistance and training? (y/n)
 - In person visit
 - Online support
 - Telephone support
 - All of the above/combination of the above
- Perceived overall quality of training

Speed of deployment

The timeframe, relative to competing options, necessary for deployment.

Visual Interface Attributes (how it looks)

attributes related to the visual organization and readability of the product. The visual interface evaluation is based on the following principles of design.

Use of Harmony

How well does the product use harmony to create a visually pleasing layout?

- Harmony in design is similarity of components or objects looking like these belong together. Harmony may be visually pleasing and harmony is when some of the objects share a common trait. A common trait between objects could be: color(s), shape(s), texture, pattern(s), material, theme, style, size, or functionality.

Use of Contrast

How well does the product use contrast to draw interest to the most important aspects of the product?

- Contrast is the occurrence of differing elements, such as color, value, size, etc. It creates interest and pulls the attention toward content's or product's focal point.

Use of Repetition

How well does the product use repetition to guide the use?

- The recurrence of elements within a piece: colors, lines, shapes, values, etc. Any element that occurs is generally echoed, often with some variation to maintain interest.

Use of Variety (alternation)

How well does the product use variety to create interest in the most important information?

- The use of dissimilar elements creates interest and uniqueness.

Use of Emphasis (dominance or focal point)

How well is the user drawn to the most important aspects of the product?

- Emphasis refers to areas of interest that guides the eye into and out of the image by sequencing various levels of focal points, primary focal point, secondary, tertiary, etc. The primary focus point or area receives the largest emphasis in a room.

Use of Proportion (scale)

How well does the proportion of elements improve readability and understanding?

- Proportion involves the relationship of size between objects. Proportion is also relative sizes of surface areas of different colors. Proportion also depends on functionality of object.

Use of Proximity

How well does the product use proximity to improve readability and understanding?

- Proximity is the placing of similar objects closer together physically, and unlike objects further apart. This aids in creating unity.

Use of Color harmony

How well does the product use color to improve readability and understanding?

- Color harmony involves using a limited number of colors in a color palette to help preserve design unity.

Usability Attributes (how it works)

attributes related to users ability to learn and use the product to accomplish its primary purpose. Characteristics to consider when evaluating usability include the following.

Learnability

Relates to how easy is it for users to accomplish basic tasks the first time they use the product.

Efficiency

Relates to, how quickly users can perform important tasks once they have learned the product.

Memorability

Refers to ease of re-establishing proficiency with a product when they return to use after a period of not using it.

Errors

Refers to how many errors users normally make, how severe are these errors, and how easily can they recover from the errors?

Consistency

- Are the key features of the product presented in a consistent manner so that users can accomplish tasks easily? (y/n)
- The “principle of least astonishment” is crucial. Do various key features work in similar ways? (y/n)

Familiarity

Refers to how consistent usage is with common and familiar conventions of use within the nominee's particular product category.

Content Attributes (digital content products)

Attributes related to the quality of product content. Content quality involves the following characteristics.

Depth of content

The number and focus of topics within a distinct content domain.

Breadth of content

The number and focus of topics across different content domains.

Sophistication of content

- The targeted experience level of the user/reader. The higher the experience level, the greater the sophistication.
- The customization of content to user/reader audiences.

Uniqueness of content

The uniqueness of content given other similar, available sources.

Relevance of content

Applicability to the needs or problems of the stated target market.

Timeliness of content

The ability to apply information to the immediate problem or challenge for which the product is designed.

Perishability of content

The length of time content is relevant given the nature of problem or challenge for which the product is designed.

Frequency of content updates

The frequency of content distribution or updates.

Instructional Design Attributes (education technology products)

Instructional Design is the practice of maximizing the effectiveness, efficiency and appeal of instruction and other learning experiences. The process consists broadly of determining the current state and needs of the learner, defining the end goal of instruction, and creating some “intervention” to assist in the transition.

Key evaluation questions to measure this attribute include the following.

- How well does the product demonstrate a comprehensive understanding of learner characteristics and corresponding learning needs?
- How well does the product communicate clear learning objectives?
- How well do the instructional approach, materials and use of the product support the stated learning objectives?
- How well does the product provide for an evaluation of the accomplishment of stated learning objectives?

Management Attributes

Attributes related to the administrative tools and technical support aspects of the product.

Existence of tracking features

Specific features allowing user/administrator/buyer to track use of the product relevant to the product's purpose.

- Number of tracking features
- Ability to customize tracking features
- Ease of use of tracking features

Alert, notification and security features

Specific features designed to alert or notify the user/administrator/buyer regarding administrative problems, management or security issues.

- Existence of management or security alerts
- Ability to customize alerts
- Ease of use of alerts and security features
- Automatic or manual updates

Frequency of software updates

Defined as the frequency with which updates are provided.



Technology Attributes

Attributes related to the application and use of specific technological features.

Use of novel technology

The use of new technology or the new application of existing technology in a substantively different manner not currently common within the product category to provide a significant increase in value to the user or improve the overall user experience.

Integration with existing (internal) systems

The overall ability and ease of integration with existing technical systems within the parent organization.

- Ability to integrate (y/n)
- Ease of integration

Integration with external systems

What is the overall ability and ease of integration with existing technical systems external to the parent organization?

- Integrates with common platforms (y/n)
- Simultaneous integration with multiple platforms (y/n)
- Limits on number of platforms (y/n)
- Automatic integration/seamless integration (y/n)

Scalability

What is the overall ability and ease of scaling the product to serve more people/sites or process greater volumes of data?

- Are there limits on number of people who can access the system (y/n)?
- Are there limits on the data capacity (y/n)?
- What is the overall ease of scalability relative competing products within this category?
- What is the overall cost of scalability relative to competing products within this category?
- What is the overall necessity of external assistance needed to successfully scale the product relative to other products in this category?

Customizability

The overall level of customization allowed and the necessity of external support for customization

- Is it possible to customize the product for a unique user experience (y/n)
- Is external assistance necessary to customize the product or is customization user directed?
- What is the overall ability to customize the product relative to other products within the category?

Adherence to relevant technical standards

The extent to which the product adheres to commonly used and accepted technical standards.

Data search

The ability of the product to search data and return sufficient quantity of relevant results

- Customizations of search parameters – how customizable are the search parameters relative to competing products?
- Ability to browse – how effective are the tools designed to allow the user to browse information without specific search parameters
- Relevance of search – what is the overall relevance of the search returns to the search parameters provided?
- Volume of search results – what is the overall volume of search results given the search parameters provided?

Support Attributes

Attributes related to technical, customer and user support and assistance.

Technical support

The assistance provided to the user/administrator/customer to help with technical issues related to deployment or ongoing maintenance of the product but not user training or assistance with product functionality.

- Availability of access (the more availability the better)
 - Personal (y/n)
 - Online (y/n)
 - Telephone (y/n)
 - Combination
 - None

Account management, customer or administrator support

The assistance provided to the buyer or administrator related to payments, contracts or related commercial interaction between buyer and seller.

User support

The level of assistance provided to the user(s) regarding the functionality of the product itself including ongoing training, questions/answer and supporting materials.

- Teacher
- Student
- Parent
- Other