

Objective

The Web Site Design event involves one (1) or two (2) participants designing a Web site for the sale of products and/or services through the Internet. The participant(s) will then walk the client or potential client through the “customer experience” of a Web site created specifically for that client/potential client.

Description

In the Web Site Design event, participant(s) will assume the role of either owner(s) or representative(s) of a firm who designs Web sites for organizations that do business through the Internet. The participant(s) are to design a tasteful and functional front-end Web site that involves the sale of product(s) and/or service(s) through the Internet. The goal is to create a high quality user experience that attracts the first-time visitor and turns the visitor into a repeat customer.

Prior to the conference, the participant(s) will create and design a working Web site. The participant(s) must be able to discuss the reasoning behind the marketing plan, product display, customer attraction, transaction processing, and customer service. The Web site will be presented using a laptop computer, focusing primarily on the “customer experience,” to a professional (judge).

The judge(s) will be in the role specified by the participant(s) as a client or potential client who conducts (or wishes to conduct) business through the Internet as either the sole source of commerce, or as a complimentary e-commerce component of a brick-and-mortar operation. At the beginning of the presentation the participant(s) will inform the judge(s) as to their role. Participants who have designed a Web site for what in reality is actually their business that offers product(s) and/or service(s) through the Internet, may compete in this event. However, the participant(s) must assume the role of developer(s), with the judge(s) assuming the role of the decision-maker(s) for the organization.

The only written documentation allowed in this event will be the participant(s) introductory position paper to inform the judge(s) as to their role, and/or a contract.

For international competition

The content to be evaluated is found in the standard Evaluation Form found in these Guidelines. There will an evaluation of the Web site and presentation for a possible one hundred (100) points. Preliminary round competition will consist of an evaluation of the presentation to the judge(s). Participants will be ranked by section and a predetermined number of participants will be named finalists. Finalists will make a second presentation. The following guidelines will be applied to the presentations at the International Career Development Conference.

Learning Outcomes

In addition to developing and demonstrating specific knowledge relating to the Web site design principles and through the development and delivery of a presentation to a current or potential client, the participant(s) will develop or reinforce the following areas in relation to conducting business through the Internet:

- Demonstrate knowledge of budgetary requirements used for development
- Collecting information, obtaining facts and ideas about product(s) and/or service(s)
- Applying Web design principles (attracting the potential customer)
- Using graphics and/or multimedia in a presentation
- Applying marketing principles
- Understanding the concept of feature/benefit selling
- Demonstrating knowledge/understanding of client/customer needs
- Implementing and deploying a functional Web site
- Applying Internet concepts
- Explaining the development and design process
- Using innovative technology for Web site development
- Developing a clean and logical navigation plan
- Organizing and delivering an effective presentation
- Demonstrating imagination and creativity

Guidelines for the Presentation | Refer to the evaluation form.

1. A one (1) page position paper may be prepared and given to the judge (s) at the start of the presentation to explain the nature of the Web site and any assumptions regarding the judge's role.
2. The participant(s) is (are) to act as either owner(s) or representative(s) of a firm that designs Web sites for organizations that do business through the Internet.
3. The participant(s) will walk the client or potential client (judge) through the "customer experience" of the site.
4. Web sites must be self-contained on the hard drive (or thumb drive, CD, etc.) of a laptop computer. No access to the Internet, either wired or wireless, will be allowed.
5. Each participant/team is allowed to use one and only one laptop computer in the presentation. However, each participant/team may have a back-up computer available in the room in case of emergency. Participants must furnish their own laptop. (DECA ASSUMES NO RESPONSIBILITY FOR DAMAGE/LOSS OF EQUIPMENT, ETC.) It is highly recommended that a power strip or surge protector be used by the participants. However, since there may or may not be electrical outlets in the presentation room, participants should be prepared with a self-contained power source. (Participants will be informed of the availability of outlets during their event briefing session at the conference.)
6. In addition to the laptop, the only other materials allowed will be blank paper, note cards and pens/pencils (may or may not be supplied) that can be used during the interaction with the judge(s).
7. Participants will be scheduled at 30-minute intervals.
8. Participants will have twenty (25) minutes to set-up in the presentation room/area, make the presentation and respond to any questions from the judges. This includes any introduction to inform the judge(s) as to the role they are to play.
9. When using a presentation aid, such as a lap-top computer, the noise level must be kept at a conversational level that does not interrupt other participants. If this guideline is not followed, the participant will be interrupted and asked to follow the noise policy. Failure to do so may result in disqualification.

Copyright Guidelines

1. For any registered logos, trademarks, names, text, etc. that were not the creation of the participants, permission must be obtained (state/provincial and federal copyright laws apply). Participants should assume that any work obtained from another source is copyrighted, even if it is not explicitly stated, unless they are told otherwise.
2. Any violations of copyright, lack of source citation, or lack of permission to use material, may result in disqualification.
3. Documentation of permission to use registered logos, trademarks and copyrighted materials must be submitted during the event briefing session. This documentation then will be given to judges prior to your presentation.

Presentation Schedule

- Twenty-five (25) minutes for the set-up, presentation (includes introduction), and questions by the judge(s)
- Five (5) minutes for scoring by the judge(s)

The Web Site Design event was created by Collegiate DECA in response to the career opportunities available for college graduates in the area of Web site design.

Each participant or team will develop a tasteful and functional front-end Web site that involves the sale of product(s) and/or service(s) through the Internet. The participant(s) will assume the role of either owner(s) or representative(s) of a firm that designs Web sites for organizations that do business through the Internet. The goal is to create a high quality user experience that attracts the first-time visitor and turns the visitor into a repeat customer.

Prior to the conference the participant(s) will create and design a working Web site. The participant(s) must be able to discuss the reasoning behind the marketing plan, product display, customer attraction, transaction processing, and customer service. The Web site will be presented using a laptop computer to you as a client or potential client who conducts (or wishes to conduct) business through the Internet as either the sole source of commerce, or as a complimentary e-commerce component of a brick-and-mortar operation.

At the beginning of the presentation the participant(s) will inform you as to your exact role. The participant(s) will then walk you through the “customer experience” of the site.

The only written documentation allowed in this event will be the participant(s) introductory position paper to inform you as to your role, and/or a contract.

Judging the Presentation

Please familiarize yourself with all of the guidelines before interacting with the participants. Your job is to evaluate the participants' Web site/presentation using the evaluation form.

1. To ensure fairness, at no time should a competitor be asked where he/she is from (school, state, country, etc.)
2. Please place the participants' name(s) and identification number(s), using labels if provided, on the bubble score sheet (if not already done). If a bubble score sheet has not been provided, this information must be placed on the evaluation form for this event.
3. Participants will be scheduled for presentations at thirty (30) minute intervals. Remember, you are role-playing a client or potential client who conducts (or wishes to conduct) business through the Internet as either the sole source of commerce, or as a complimentary e-commerce component of a brick-and-mortar operation. The participant(s) is (are) acting as either owner(s) or representative(s) of a firm that designs Web sites for organizations that do business through the Internet.
4. Participants have been instructed to provide documentation for permission to use any logos, trademarks, names, text, etc. that are not the creation of the participants. Any such documentation will be given to you by the event managers before the participant(s) present(s). (Not all participants will necessarily need such documentation.) Any violations of copyright, lack of source citation, or lack of permission to use material may result in disqualification.
5. Web sites must be self-contained on the hard drive (or thumb drive, CD, etc.) of a laptop computer. No access to the Internet, either wired or wireless, will be allowed.
6. Participants will have twenty (25) minutes to set-up, make the presentation and respond to any questions from you. This includes any introduction to inform you, as the judges, as to the exact role you are to play. The participant(s) will be walking you through the “customer experience” of the Web site.
7. After the question and answer session is completed, please thank the participant(s) but do not discuss the presentation or your evaluation.

8. During the last five (5) minutes, after the participant(s) is (are) excused from the judging area, you may score the participant(s). Refer to the Evaluation Criteria section for guidelines. If a bubble sheet has been provided, please bubble in the appropriate score and write the score on the corresponding line to verify accuracy. Please make sure not to exceed the maximum score for each item.

Please make sure to score all categories, add them for the total score, then initial the score. When scoring, the main question to ask yourself is “Based on my Web site experience, would I hire this participant/team to develop my organization’s Web site to sell product(s) and/or service(s)?” The maximum score for the evaluation is one hundred (100) points.

NOTE: If a bubble sheet is not provided, indicate your scores on the Web site Design Evaluation Form.

Presentation Schedule | In thirty (30) minute intervals

- Twenty-five (25) minutes for the set-up, presentation (includes introduction), and questions by the judges.
- Five (5) minutes for scoring by the judges

Evaluation Criteria

A score under the heading **Exceeds Expectations** in any category means that, in your opinion, the Web site design and presentation was done in an effective, creative way; in effect, nothing more could be expected of the participant, and the presentation was delivered in a way that would initiate your purchase.

A score under the heading **Meets Expectations** in any category means that, in your opinion, the Web site design and presentation was done well. There may be a few minor problems or omissions, but they are not significant. A design and presentation which earns this level in every category for the presentation would probably receive strong consideration for purchase.

A score under the heading **Below Expectations or Little/No Demonstration** in any category means that some major flaw has been noted which damages the effectiveness of the design and presentation. This may be a major omission, a serious misstatement or any other major flaw.

Judging Summary

Maximum score is 100 points. A score of 70 or better will earn the participant a **Certificate of Excellence**.

We hope you are impressed by the quality of work of these participants with a career interest in the area of Web site design. If you have any suggestions for improving this event, please mention them to your event manager.

We thank you for your help.

Participant's Name: _____
 I.D. Number: _____

Participant's Name: _____
 I.D. Number: _____

	Little/No Demonstration	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Points
1. Introduction: Confidence, poise, assertiveness (Possible Points 10)	0-1-2	3-4-5	6-7-8	9-10	_____
2. Visual impression of the design—Consider: creativity, imagination, the use of graphics or media (Possible Points 15)	0-1-2-3-4	5-6-7-8	9-10-11-12	13-14-15	_____
3. The application of marketing principles through the Internet (Possible Points 10)	0-1-2	3-4-5	6-7-8	9-10	_____
4. The ability to relate technology used for development to the client (Possible Points 10)	0-1-2	3-4-5	6-7-8	9-10	_____
5. The value/benefit/price relationship featured by the Web site (Possible Points 15)	0-1-2-3-4	5-6-7-8	9-10-11-12	13-14-15	_____
6. Ability to understand and communicate client/customer needs (Possible Points 5)	0-1	2-3	4	5	_____
7. Ease of site navigation, transaction processing and customer service (Possible Points 15)	0-1-2-3-4	5-6-7-8	9-10-11-12	13-14-15	_____
8. Ability to sell the Web site to client/potential client (Possible Points 10)	0-1-2	3-4-5	6-7-8	9-10	_____
9. Summary and conclusion or presentation, opening for call-back, responding to questions (Possible Points 5)	0-1	2-3	4	5	_____
10. Overall performance: Appropriate appearance, poise, confidence, presentation technique, etc. (Possible Points 5)	0-1	2-3	4	5	_____
Total Judged Points (100 maximum):					_____

A score of 70 or better will earn the participant a Certificate of Excellence.

JUDGE SECTION: A B C D E F G (circle one)

TIE BREAKER

For tie-breaking purposes, the following evaluation form ranking process will be used. First, the participant with the highest score for #2 wins the tie-break. If this does not break the tie, the process will continue for the remaining items in the following order: 7, 5, 3, 8, 4, 1, 6, 9, 10