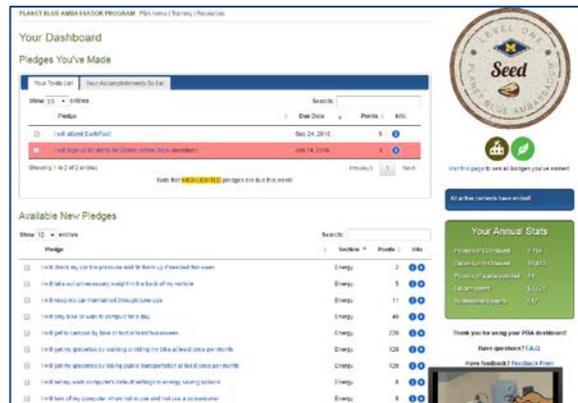


## Planet Blue Ambassador – Mobile Application Concept Challenge Call for Entries

**Application Deadline: April 15, 2017**  
**Prize: \$1000, split among the winning team**

The [Planet Blue Ambassador Program](#) (Program) at the University of Michigan is an integral part of our commitment to growing our sustainability community. The Program provides a pathway for faculty, staff, students, alumni, and community members who are interested but not yet engaged, in sustainability at U-M through an online training platform. Users may then continue to engage through several tools, including an online [Dashboard](#) for taking actions, tracking impact, and finding resources. Program data is housed on the Drupal 7 Planet Blue website and the data source is MySQL and hosted at U-M.



**Screenshot of current Planet Blue Ambassador Program Dashboard at [Must be a Planet Blue Ambassador and be logged-in to access. sustainability.umich.edu/pba/dashboard](http://Must be a Planet Blue Ambassador and be logged-in to access. sustainability.umich.edu/pba/dashboard)**

Based on feedback, we would like to make this Dashboard and other opportunities to engage in sustainability at U-M available as a mobile app (see components under “requirements” below). We are seeking teams of U-M Ann Arbor students, faculty, and/or staff to submit concept designs of a mobile app. The Program then anticipates developing an application based on the winning design.

**App purpose:** Increase accessibility to and engagement with the Planet Blue Ambassador Program and other campus sustainability tools and resources to further our campus sustainability goal of campus-wide ethic of sustainability in line with our university sustainability goals.

**Who is eligible:** Teams of *at least 2* current U-M - Ann Arbor students, faculty, or staff. All team members must have completed the Planet Blue Ambassador online training before submitting their application. Individuals who have worked for, contracted with, or served on the advisory committee for the Planet Blue Ambassador Program are ineligible.

## **PBA MOBILE APP CONCEPT SUBMISSION REQUIREMENTS:**

### **Concept submissions must cover the following components:**

1. Mobile display of the PBA Dashboard including badges earned, active pledges, possible pledges, completed pledges, and pledge information pages, see: <https://sustainability.umich.edu/pba/dashboard>.
2. Ability for push notifications for pledges and actions
3. The campus sustainability map ([sustainability.umich.edu/map](https://sustainability.umich.edu/map)).
4. System for users to report campus sustainability issues (such as missing recycling signage or lights being repeatedly left on) and ideas to be passed on to the appropriate campus contact.

**BONUS:** Inclusion of other existing or possible new resources for engaging in sustainability on campus (e.g., [recycling guide](#), [building utility data](#), capability of highlighting others for sustainable actions and nudging others to take action, [Welcome to Planet Blue Guide – green market guide](#), [zero waste event submission](#), and video resources).

### **Concept submissions must meet the following design guidelines:**

1. Planet Blue brand style guidelines (including font, color palette and voice) outlined in the online style guide, see: <http://vpcomm.umich.edu/assets/brand/downloads/other-logos/Planet-Blue-Style-Guide.pdf>
2. U-M accessibility guidelines, see: <http://webaccess.hr.umich.edu/>

**BONUS:** Able to articulate use of best practices for mobile app design, user interface, and/or sustainability engagement/action in your concept.

### **Concept submissions must include:**

1. Full visual design mock-up of at least 2 screens, one of which must be from a Dashboard page.
2. Clear layouts of additional components not fully mocked-up (e.g., wireframes)
3. 2 to 4-page written description of your concept: design choice reasoning, any review feedback, recommended next steps for actual development (e.g., languages, etc.), description of navigation and usability, and description of any bonus features you included.

**IMPORTANT:** Proposals should not include actual development/programming of a mobile app, but must show feasibility of doing so.

**SEND SUBMISSIONS TO: [pba-information@umich.edu](mailto:pba-information@umich.edu) by April 15, 2017.**

## **PBA MOBILE APP CONCEPT ENTRY REVIEW PROCESS:**

Entries will be reviewed by a panel of U-M faculty, staff, and students. Final selection will be approved by Program Staff

### **Criteria for winning design:**

- Inclusion of all required elements (1-10 points)
- Appeal of design and use of brand guidelines (1-5 points)
- Feasibility of implementation, including both Android and iPhone platform (1-5 points)
- User-friendly accessibility (1-10 points)
- Use of sustainability engagement best practices (1-3 points)
- Team diversity (1-3 points)
- Bonus points for additional creative, useful, or feedback features (1-10 points)

**If Selected:** The prize will be split among all team members (rounded down if even division is not possible). Program holds all rights to your design, and reserves to make alterations as the program sees fit. We anticipate using the winning design as a basis for moving forward with development of a mobile app.

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### **Useful Resources:**

Tips on mobile app design, U-M Mobile Apps Center Design webpage:

<http://mobileapps.umich.edu/mobile-challenge/#rules>

U-M and Federal Web Accessibility Guidelines and Recommendations:

- <http://webaccess.hr.umich.edu/>
- <https://www.usability.gov/>

U-M Sustainability Planet Blue website: <http://sustainability.umich.edu/>