



\$50,000 WEBSITE REDESIGN PITCH CHALLENGE



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CHALLENGE BRIEF

Overview

Your agency has been selected to propose a new Website design for Boys & Girls Clubs of America (BGCA), a national nonprofit dedicated to helping all youth reach their full potential.

BGCA's current Website, www.bgca.org, has not been significantly updated from either a design or technology perspective in a long time, and does not take advantage of updated technology and strategies for engaging its audiences. As Microsoft provides a powerful set of tools and technologies, bgca.org should incorporate those into its main site to meet the needs of its users. Whether referring to mobile media, social networking or interactive features, bgca.org falls short. And an abundance of Microsoft technologies can be utilized to bring bgca.org into a new decade of Web 2.0 significance.

Designing an engaging Website to attract and retain donors, media and parents and caregivers is vital for BGCA to generate awareness, raise funds online and fulfill its mission to enable all young people, especially those who need us most, to reach their full potential as productive, caring, responsible citizens.

About Boys & Girls Clubs of America

For more than 100 years, Boys & Girls Clubs of America (www.bgca.org) has helped kids "BE GREAT," providing hope and opportunity for those who need it most. Today, more than 4,300 Clubs serve some 4.5 million young people through Club membership and community outreach. Boys & Girls Clubs can be found throughout the country and on U.S. military bases worldwide, providing young people 6 to 18 years old with guidance-oriented character development programs conducted by trained, professional staff. Clubs positively impact lives and help young people reach their full potential as productive, caring citizens. Key programs emphasize leadership development; education and career exploration; community service; technology training; financial literacy; health and life skills; the arts; sports, fitness and recreation; and family outreach. In a recent Harris Survey of Club alumni, 57 percent said the Club saved their lives. National headquarters are located in Atlanta.

Assignment

It is your team's assignment to submit a proposal for the website redesign built using Microsoft tools and technologies which will be optimized via design, navigation, and interactivity to help increase online donations and subscriptions from the public, assist parents and engage media, all while promoting the good work of Boys & Girls Clubs and the notion that *Great Futures Start Here*.

Your presentation will be evaluated based on five criteria: *content and communication plan, structure and navigation, visual design, integration of Microsoft technology, and scope of interactivity*. Please see the Judging tab for additional details on the five criteria.

Taking into consideration the three identified personas (detailed below) of BGCA's potential audience, BGCA offers you the following guidance:

1. Update the BGCA site to be more visually appealing and interactive reflecting contemporary design trends and user experience interactions.

- Refer to <http://marketing.bgca.org> for standards and guidelines when using the BGCA logo.

2. Expand the functionality of the site: Allow its audience to utilize rich internet applications, social media, video or other tools appropriate for today's audience with the creative and compelling usages of Microsoft tools & technologies to address the client's needs.

- BGCA participates in Microsoft's IM initiative. Learn more here:
<http://im.live.com/Messenger/IM/Home/?source=BGCA120x240>
- BGCA currently engages audiences through the following social media networks:
 - <http://www.facebook.com/bgca.clubs>
 - <http://www.youtube.com/bgcastaff>
 - http://twitter.com/BGCA_Clubs

3. The newly designed site must showcase unique features and functionality made possibly by: (1) the Microsoft Web Platform (found at www.microsoft.com/web/); (2) Microsoft Silverlight. Additional credit will be given for the integration of other Microsoft technologies, products, or tools. See the Challenge homepage for descriptions and links to Microsoft technologies you can incorporate into your strategy.

The Microsoft Web Platform

- Information on the Microsoft Web Platform can be found at www.microsoft.com/web/platform/.

Microsoft Silverlight

- Silverlight is a cross-browser, cross-platform and cross-device browser plug-in that helps companies design, develop and deliver applications and experiences on the Web.
- Information on Microsoft Silverlight can be found at www.microsoft.com/silverlight/, which includes important functionality such as rapid creation of sophisticated Rich Internet Applications, delivering high quality video, Smooth Streaming, Deep Zoom, perspective 3D Graphics, and Out of Browser experiences for the Web that run on the desktop.

Potential Microsoft technologies, products, and/or tools

- Windows® Internet Explorer® 8 - Web Slices
- Windows® Internet Explorer® 8 - Accelerators
- Windows® Internet Explorer® 8 Visual Search and Search Suggestions
- Microsoft® Photosynth™
- Windows Mobile 6.5
- FAST ESP® - Enterprise Search for Internet Business
- Microsoft Live Services
- Microsoft® Office SharePoint® Server 2010
- Microsoft® Tag
- Windows® 7
- Zune HD
- Xbox 360

User Personas

Persona 1: Caring community member/donor

Name: Bob Jones

Age: 62

As a parent with adult children, Bob cares about his community and wants to support organizations which serve the families and youth in his town. Using the Internet, Bob wants to research an organization which he feels will strengthen his community and advocate for youth and families.

Once he finds the right organization, Bob will donate online to provide support. If engaged, he will continue to provide ongoing support on a monthly basis to make sure children and teens have a rich, fulfilling experience in the critical hours after school before parents arrive home.

Bob works full time and has a limited amount of time to find the right organization. He is looking for an easy-to-find Website with valuable background information and a safe and secure way to donate online.

Persona 2: Single Mom

Name: Abbey Smith

Age: 30

Abbey is the single mom of two children. While she holds a full-time job, her income is limited and she needs after-school and summer care for her son, age 8, and daughter, age 10. First and foremost, she is looking for a safe place with caring staff to assist her kids with homework and transportation to and from school. After a full day of school, her kids just want to play and have fun.

Because of limits on her time and money, Abbey would like quick answers to important questions regarding her options for after-school and summer programs.

Persona 3: Reporter

Name: Cathy Davis

Age: 41

Always on a deadline, Cathy needs accurate information and she needs it now. She needs access to experts, photos, good statistics and a story with a human element, one that keeps her readers wanting more.

Cathy covers the education beat for the metro area. With constant cutbacks from the state, the area school system's resources are stretched to the limit. Some 30% of high school students don't graduate on time. Her community wants answers and Cathy wants to deliver solutions to them.

She is familiar with Boys & Girls Clubs and understands they provide homework assistance, technology centers and more. Cathy is likely to publish a Club-friendly article if she can find supporting documentation quickly and download resources – photos, video, press releases and more – to supplement her work.

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HOW TO ENTER

How do you register for the Design Challenge?

Your principal or employer may agree to participate in the Design Challenge by following the directions on the Design Challenge Site (www.phizzpop.com) and completing all mandatory registration requirements. In conjunction with your agreement and potential participation and entry in the Design Challenge, please consider reviewing these rules, including the judging criteria, and time and travel commitments to participate if selected in the Championship Round.

How to submit your Design Challenge Entry?

1. Read the Brief

Download and read the Challenge Brief. It will provide you with important information about the requirements of the website redesign; Personas; an overview of the Boys & Girls Clubs of America and profiles of their site users; and the required and suggested Microsoft technologies you are to include in your presentation.

2. Put together your Presentation

Put together your presentation after you read “What constitutes an eligible Design Challenge Entry” in Section 5 of the Official Rules.

3. Fill out the online submission form and submit your Presentation via a URL or file upload

Before you enter your contact information and submit your entry, please read these Official Rules. The company contact, identified in the team registration process is the only person who can submit an entry. You must submit your presentation before the end of the Design Challenge Entry Period. Fill out the contact information form here and provide your presentation file using the PDF Uploader or provide a URL linking to your Presentation PDF which must be hosted as originally submitted until 11:59 PM PT on March 18, 2010. Download and read the Challenge Brief. It will provide you with important information about the client requirements of the website redesign; an overview of Boys & Girls Clubs of America and profiles of their site users; and the required and potential suggested Microsoft technologies you are to include in your presentation.

What constitutes an eligible Design Challenge Entry?

To be eligible for judging in the Finalist and Championship Rounds Design Challenge Entries must be in English and meet the following requirements:

Presentation:

- Your presentation should highlight great innovative ideas, and solid recommendations, not internal resources and fancy presentation techniques.
- Your presentation should directly address the needs outlined in the Challenge Brief
- Your presentation can consist of written explanations, screen grabs, design comps, site specs/maps, style guides, or anything else you feel will make a compelling statement regarding the future of the Website and integration of Microsoft technology
- Provide your presentation as a PDF, with a maximum slide/page count of 10 total slides.
- Your submission must be less than 10MB
- Design solution must include required Microsoft technologies Microsoft Web Platform and Microsoft Silverlight
- Submit your presentation file by using the PDF uploader or provide a URL linking to your Presentation PDF which must be hosted as originally submitted until 11:59 PM PT on March 19, 2010.

Championship Round Only: For the three winners of the Finalist Round competing in the Championship Round.

Live Pitch: In general and subject to alternative or supplemental direction by Sponsor prior to the live pitch event at MIX10, Design Challenge Entries will be presented by Participating teams in an approximately 8-minute presentation slot to a panel of judges (with approximately 5 minutes for prior set up). The exact presentation schedule and order or presentation will be predetermined by Microsoft, IADAS and Boys & Girls Clubs of America. Each presenting team will select one or two “speaking” members to present their Design Challenge Entry, and minimally must have one dedicated team member that, in a non-speaking role, will focus on administering and managing the presentation from a Participant-supplied notebook computer. Each team will have access to internet connectively for their presentation.

What other conditions are you are agreeing to by entering this Design Challenge?

As a demonstration of their commitment to BGCA, the winning company of the Championship Round will deliver the finalized wire frames and solution strategy (“Deliverables”) building upon their Design Challenge Entry concept to BGCA free of charge. Additionally, company will enter into a written agreement with BGCA to convey all rights necessary for BGCA to use the Deliverables.

This is an excerpt of the requirements. Please see the Official Rules for complete details.

PRIZES AND AWARDING

Three (3) Finalist Prizes: Trip for up to 3 individuals from the Finalist organization to the MIX10 Conference in Las Vegas, NV, to be held March 15-17, 2010, including RT air, hotel and MIX10 passes.

The total Approximate Retail Value (ARV) of the Finalist Prize is \$6,800

Grand Prize (One (1)): The winning organization of the Championship Round will receive:

\$50,000 cash (paid by check)

Note: Award will be paid after Participant delivers the Deliverables outlined in Section 11 (2.) of the OFFICAL RULES.

A trip for two to the 14th Annual Webby Awards Gala to be held June 14, 2010 in New York City, NY. Trip includes RT air, hotel, and Gala tickets.

The total Approximate Retail Value (ARV) of the Grand Prize is \$54,000

Finalist and Winner Notification

Finalist agency will be notified on or before March 8, 2010 and then flown to Las Vegas for the MIX10 Conference (March 15-17, 2010) where they will give a live presentation of their Design Challenge Entry before the Jury. The Grand Prize recipient of the Championship Round will be announced after the judging session during the MIX10 Conference.

If you are a potential winner, we may require you to sign an affidavit of eligibility, liability/publicity release and/or appropriate tax reporting form. If you do not sign and return these required forms within the time period listed on the winner notification message, we may disqualify you and select an alternate

This is an excerpt of the requirements. Please see the Official Rules for complete details.

JUDGING

About the Panel of Judges

A special panel of Executive Members of The International Academy of Digital Arts & Sciences (IADAS) along with executives from Microsoft and Boys & Girls Club America will determine the three Finalists teams and Championship winner from the Design Challenge Entries.

The decisions of the judges are final and binding. In the event of a tie between any eligible Design Challenge Entries, the tie will be broken by an additional judge who will then judge the tied Entries based on the judging criteria in the order listed above and determine rank order.

The International Academy of Digital Arts and Sciences, the judging body of The Webby Awards, was founded in 1998 to help drive the creative, technical, and professional progress of the Internet and evolving forms of interactive media.

The Academy is an intellectually diverse organization that includes 650+ members such as musicians **Beck** and **David Bowie**, Internet inventor **Vint Cerf**, political columnist **Arianna Huffington**, **Martha Stewart**, R/GA Founder and Chairman **Robert Greenberg**, Virgin Atlantic Chairman and Founder **Richard Branson**, Twitter Co-Founder **Biz Stone**, and The Weinstein Company Co-Founder **Harvey**

Weinstein. Members also include writers and editors from publications such as *The New York Times*, *Wired*, *Details*, *Fast Company*, *The Los Angeles Times*, *Vibe*, and *WallPaper*.

Judging Criteria

The panel of judges will identify the highest ranked Design Challenge Entries in the Finalist Round and shall select three winners to compete in the Championship Round (which will, subject to verification, receive the Finalist Prize). The judges will identify the highest ranked Design Challenge Entry in the Championship Round and shall select one winner (which will, subject to verification, receive the Grand Prize).

The judging criteria will be based upon the following criteria:

Content and Communication Plan (20 Points); and

Content is the information to be provided on the site. It is not just text, but music, sound, animation, pictures, or video -- anything that communicates a sites' body of knowledge. Good content should be engaging, relevant, and appropriate for the audience. It has a voice, a point of view. Your presentation should address how the Website will use content to achieve its' goals.

Things to keep in mind:

- The new Website homepage answers the question, "What is this place?"
- The content will be organized and easy to read
- Each page has a clear and distinct purpose
- The most useful and relevant content will be easy to find and use
- The site will use a tone of voice that is appropriate to the audience and the brand
- Pages have clear headlines and headings

Structure and Navigation (20 Points); and

Structure and navigation refers to the framework of a site, the organization of content, the prioritization of information, and the method in which you move through the site. Good structure and navigation is consistent, intuitive and transparent, allowing you to form a mental model of the information provided, where to find things, and what to expect when you click. Excellent navigation gets you where you want to go quickly and offers easy access to the breadth and depth of the site's content.

Things to keep in mind:

- A consistent, reliable navigation system
- Links and navigation will provide flow
- The design concept has an effective and consistent layout across all pages
- There is a logical order to page components
- Users will know where they are at all times

Visual Design (20 Points); and

Visual design is the appearance of the site. It's more than just a pretty homepage and it doesn't have to be cutting edge or trendy. Good visual design is high quality, appropriate, and relevant for the audience and the message it supports. It communicates a visual experience and may even take your breath away.

Things to keep in mind:

- Consistent use of colors, shapes, patterns, layouts, and font styles
- Design of a distinct and unique visual theme
- Contrast is used effectively
- Imagery is used to add value to the message

Integration of Microsoft Technology (20 Points); and

Your presentation must showcase creative and compelling use of the Microsoft Web Platform, Microsoft Silverlight, and potentially other Microsoft tools and technologies to address the Design Challenge Brief.

Things to keep in mind:

- Your presentation should highlight and call out some of the Microsoft's tools and technologies that were or would be used within the solution you propose as part of your Design Challenge Entry.
- Integration of third-party social media APIs such as LinkedIn, Facebook, Twitter and Windows Live

Scope of Interactivity (20 Points)

Good interactivity is more than a rollover or choosing what to click on next; it allows you, as a user, to give and receive. It insists that you participate, not spectate. Consider how Microsoft technologies will make the input/output of visitors effective - as in searches, chat areas, e-commerce peer-to-peer applications and real-time feedback. Interactive elements and the technology that enables it are what separate the Web from other media.

Things to keep in mind:

- Interactivity should require an ease of use on the part of the user
- Keep the use of plug-ins in mind. If a user is required to install software, does that reduce chances they will return to the site?
- Consider the way a user interacts with the web via offline, desktop or mobile Microsoft technologies.

This is an excerpt of the requirements. Please see the Official Rules for complete details.

OFFICIAL RULES

Microsoft Corporation Microsoft PhizzPop Boys & Girls Clubs of America Design Challenge

OFFICIAL RULES

(last updated January 9, 2010)

COMMON TERMS USED IN THESE RULES:

These are the official rules that govern how the Microsoft PhizzPop Boys & Girls Clubs of America Design Challenge will operate. The participation opportunities and elements of the skill-based contest promotion will collectively be referred to throughout the rest of these rules as the “Design Challenge”.

In these rules, “we” “our” and “us” refer to Microsoft Corporation or “Microsoft”, the “Sponsor” of the Design Challenge. “You” “yourself” “I” “me” “my” or “Participant” refers to an eligible company consenting to participate in the Design Challenge and comprised of a team of at least two eligible individuals.

1. Design Challenge Description:

The object of this Design Challenge is for teams of professionals to create the best web design solution for Boys & Girls Clubs of America’s (“BGCA”) website (“bgca.org”). This Design Challenge consists of two rounds, a “Finalist Round” and a “Championship Round”. In the Finalist Round the Participants will create and submit a design solution that solves for the needs outlined in the “Design Challenge Brief” and accompanying “User Personas”. Three Participating teams will be selected to participate in the Finalists Round and present their design solution in a live pitch in the Championship Round. The design solution and the live pitch together are the “Design Challenge Entry”. One overall winning Design Challenge Entry will be selected in the Championship Round. Design Challenge prizes and their values, and the Design Challenge judging criteria, are described below.

2. What are the start and end dates of the Design Challenge?

The Design Challenge begins at 12:00 AM Pacific Time (“PT”) on January 11, 2010 and ends at 11:59 PM PT on March 17, 2010. The Finalist Round begins 12:00 AM PT on January 11, 2010 and ends at 11:59 PM PT on February 18, 2010 (the “Design Challenge Entry Period”). The Championship Round is held during the MIX10 Conference (March 15-17, 2010) and ends at the conclusion of the last Design Challenge Entry presentation but shall be no later than 11:59 PM PT March 17, 2010.

3. Can you participate in the Design Challenge?

You are eligible to participate in the Design Challenge if you meet the following requirements:

- You are a legal resident of the 50 United States or the District of Columbia; and
- You are at least 18 years of age or older; and
- You are an employee of an organization for which your participation and representing your organization is approved by your employer/principal; and
- You are NOT an employee of Microsoft Corporation or an employee of a Microsoft subsidiary; and

- You are NOT involved in any part of the administration and execution of this Design Challenge; and
- You are NOT an immediate family (parent, sibling, spouse, child) or household member of a Microsoft employee, an employee of a Microsoft subsidiary, or a person involved in any part of the administration and execution of this Design Challenge; and
- Your team is an eligible company consenting to participate in the Design Challenge and includes at least two eligible individuals collaborating on the team; and
- Your company is legally domiciled in the 50 United States (including the District of Columbia); and
- Your company provides professional business services including web design.

This Design Challenge is void outside of the geographic area described above and wherever else prohibited by law or by employer policy.

4. How do you register for the Design Challenge?

Your principal or employer may agree to participate in the Design Challenge by following the directions on the Design Challenge Site (www.phizzpop.com) and completing all mandatory registration requirements. In conjunction with your agreement and potential participation and entry in the Design Challenge, please consider reviewing these rules, including the judging criteria, and time and travel commitments to participate if selected in the Championship Round.

5. What constitutes an eligible Design Challenge Entry?

To be eligible for judging in the Finalist and Championship Rounds Design Challenge Entries must be in English and meet the following requirements:

Presentation:

- o Your presentation should highlight great innovative ideas, and solid recommendations, not internal resources and fancy presentation techniques.
- o Your presentation should directly address the needs outlined in the Challenge Brief
- o Your presentation can consist of written explanations, screen grabs, design comps, site specs/maps, style guides, or anything else you feel will make a compelling statement regarding the future of the Website and integration of Microsoft technology
- o Provide your presentation as a PDF, with a maximum slide/page count of 10 total slides.
- o Your submission must be less than 10MB
- Design solution must include required Microsoft technologies Microsoft Web Platform and Microsoft Silverlight
- Submit your presentation file by using the PDF uploader or provide a URL linking to your Presentation PDF which must be hosted as originally submitted until 11:59 PM PT on March 17, 2010.

Championship Round Only: For the three winners of the Finalist Round competing in the Championship Round.

- **Live Pitch:** In general and subject to alternative or supplemental direction by Sponsor prior to the live pitch event at MIX10, Design Challenge Entries will be presented by Participating teams in an approximately 8-minute presentation slot to a panel of judges (with approximately 5 minutes for prior set up). The exact presentation schedule and order of presentation will be predetermined by Microsoft, IADAS and Boys & Girls Clubs of America. Each presenting team will select one or two “speaking” members to present their Design Challenge Entry, and minimally must have one dedicated team member that, in a non-speaking role, will focus on administering and managing the presentation from a Participant-supplied notebook computer. Each team will have access to internet connectively for their presentation.

In addition:

- your Challenge Entry may not contain/use any personally identifiable information other than a first name; and
- you must have obtained any and all consents, approvals or licenses required for you to submit your Challenge Entry; and
- your Challenge Entry must not otherwise violate the rights of any other person or other company by using their trademarks, music, logos, names or images without their express written consent; and
- Participants may leverage conceptual work from other projects, but should not leverage any code or design assets;
- Design Challenge Entries may not contain under any circumstances, as determined by Microsoft, any content that is sexually explicit, unnecessarily violent or derogatory of any ethnic, racial, gender, religious, professional or age group; profane or pornographic; or copyrighted materials owned by others without their permission; and
- Participants must follow all supplemental and additional directions and specifications for Design Challenge participation communicated to accepting Participants either in advance of or during a Finalist Round or the Championship Round.

By entering this Design Challenge, you agree to, and hereby release and hold harmless Microsoft, its parent company, affiliates, subsidiaries, and advertising or promotion agencies, and anyone working directly or indirectly on this program, product and promotion, and all of their respective officers, directors, employees and representatives from any and all liability or any injuries, loss or damage of any kind arising from or in connection with this Design Challenge or acceptance and use of any prize.

6. How will my Design Challenge Entry be potentially used?

Your Design Challenge Entry may be used for any of the following purposes:

- use, review, assess, test and otherwise analyze your Design Challenge Entry and all its content in connection with the Design Challenge; and
- feature your Design Challenge Entry and all its content in connection with the judging, voting, communication and advertising of this Design Challenge in all media (now known or later developed); and
- feature your Design Challenge Entry and all its content in connection with promotions in all media (now known or later developed); and
- may be posted on a website selected by us for viewing by visitors to that website, including but not limited to www.phizzpop.com.

We are not responsible for any unauthorized use of your Design Challenge Entry. While we reserve these rights, we are not obligated to use your Design Challenge Entry for any purpose, even if it has been selected as a winning Design Challenge Entry.

7. How to submit your Design Challenge Entry?

A. Read the Brief

Download and read the Challenge Brief. It will provide you with important information about the requirements of the website redesign; Personas; an overview of Boys & Girls Clubs of America and profiles of their site users; and the required and suggested Microsoft technologies you are to include in your presentation.

B. Put together your Presentation

Put together your presentation after you read “What constitutes an eligible Design Challenge Entry” in Section 5 above.

C. Fill out the online submission form and submit your Presentation via a URL or file upload

Before you enter your contact information and submit your entry, please read these Official Rules. The company contact, identified in the team registration process is the only person who can submit an entry. You

must submit your presentation before the end of the Design Challenge Entry Period. Fill out the contact information form and provide your presentation file using the PDF Uploader or provide a URL linking to your Presentation PDF which must be hosted as originally submitted until 11:59 PM PT on March 17, 2010.

We will disqualify any Design Challenge Entries that we receive from you that we reasonably suspect or believe are out of compliance with the Design Challenge Entry requirements described in these rules, including without limitation containing obscene language or other material and unauthorized intellectual property.

If you not want to grant us the rights to your Design Challenge Entry herein, please do not enter this Design Challenge.

We are not responsible for entries that we do not receive for any reason, or for entries that we receive but are not decipherable for any reason.

We will automatically disqualify:

- Any incomplete or illegible entry.

8. How will Design Challenge Entries for the Finalist and Championship Rounds of the Design Challenge be judged?

About the Panel of Judges

A special panel of Executive Members of The International Academy of Digital Arts & Sciences (IADAS) along with executives from Microsoft and Boys & Girls Clubs of America will determine the three Finalists teams and Championship winner from the Design Challenge Entries.

The decisions of the judges are final and binding. In the event of a tie between any eligible Design Challenge Entries, the tie will be broken by an additional judge who will then judge the tied Entries based on the judging criteria in the order listed above and determine rank order.

Judging Criteria

The panel of judges will identify the highest ranked Design Challenge Entries in the Finalist Round and shall select three winners to compete in the Championship Round (which will, subject to verification, receive the Finalist Prize). The judges will identify the highest ranked Design Challenge Entry in the Championship Round and shall select one winner (which will, subject to verification, receive the Grand Prize).

The judging criteria will be based upon the following criteria

1. Content and Communication Plan (20 Points); and
Content is the information to be provided on the site. It is not just text, but music, sound, animation, pictures, or video -- anything that communicates a sites' body of knowledge. Good content should be engaging, relevant, and appropriate for the audience. It has a voice, a point of view. Your presentation should address how the Website will use content to achieve its' goals.

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- A consistent, reliable navigation system
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Things to keep in mind:

- Consistent use of colors, shapes, patterns, layouts, and font styles
- Design of a distinct and unique visual theme
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4. Integration of Microsoft Technology (20 Points) ; and

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- Your presentation should highlight and call out some of the Microsoft's tools and technologies that were or would be used within the solution you propose as part of your Design Challenge Entry.
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Things to keep in mind:

- Interactivity should require an ease of use on the part of the user
- Keep the use of plug-ins in mind. If a user is required to install software, does that reduce chances they will return to the site?
- Consider the way a user interacts with the web via offline, desktop or mobile Microsoft technologies.

9. What are the Finalist and Grand Prizes for the Design Challenge?

Three (3) Finalist Prizes: Trip for up to 3 individuals from the Finalist organization to the MIX10 Conference in Las Vegas, NV, to be held March 15-17, 2010, including RT air, hotel and MIX10 passes.

The total Approximate Retail Value (ARV) of the Finalist Prize is \$6,800

Grand Prize (One (1)): The winning organization of the Championship Round will receive:

- \$50,000 cash (paid by check)

Note: Award will be paid after Participant delivers the Deliverables outlined in Section 11 (2.) below.

- A trip for two to the 14th Annual Webby Awards Gala to be held June 14, 2010 in New York City, NY. Trip includes RT air, hotel, and Gala tickets.

The total Approximate Retail Value (ARV) of the Grand Prize is \$54,000

The decisions of Microsoft are final and binding in all matters relating to this Design Challenge competition. All prizes will be awarded to the principal of winning Participating company identified in the team registration process. Principal is solely responsible for prize distribution. If for any reason the advertised prize consideration is unavailable, we reserve the right to substitute a prize of equal or greater value. Taxes, if any, are the sole responsibility of Participants receiving Design Challenge prizes, and an authorized representative will be required to complete and return an affidavit of eligibility / liability / publicity release before any prizes are awarded, as may be applicable, determined and specified by Sponsor in its discretion. Microsoft is not responsible for any liability, cost or injury incurred by Participants and/or arising out of or in connection with the Design Challenge, including, without limitation, equipment, software, network or systems that fail, have viruses or other problems, are breached or that cause injury or damage to participants or their property.

10. How will you know if you're a winner? – see above (8) as to how the presentation and judging process works

Finalist agency will be notified on or before March 8, 2010 and then flown to Las Vegas for the MIX10 Conference (March 15-17, 2010) where they will give a live presentation of their Design Challenge Entry before the Jury. The Grand Prize recipient of the Championship Round will be announced after the judging session during the MIX10 Conference.

If you are a potential winner, we may require you to sign an affidavit of eligibility, liability/publicity release and/or appropriate tax reporting form. If you do not sign and return these required forms within the time period listed on the winner notification message, we may disqualify you and select an alternate

11. What other conditions are you are agreeing to by entering this Design Challenge?

By entering this Design Challenge, you understand the following and agree:

- (1.) To abide by these rules;
- (2.) As a demonstration of their commitment to the BGCA, the winning company of the Championship Round will deliver the finalized wire frames and solution strategy (“Deliverables”) building upon their Design Challenge Entry concept to BGCA free of charge. Additionally, company will enter into a written agreement with BGCA to convey all rights necessary for BGCA to use the Deliverables;
- (3.) To the extent allowed by law, to release and hold harmless Microsoft Corporation, The International Academy of Digital Arts & Sciences (IADAS), the Boys and Girls Clubs of America (BGCA), and partners, any prize providers and their respective parents, subsidiaries, affiliates, employees and agents from any and all liability or any injury, loss or damage of any kind arising from or in connection with this Design Challenge or any prize won;
- (4.) That Microsoft’s decisions will be final and binding on all matters related to this Design Challenge;
- (5.) This Design Challenge will be governed by the laws of the State of Washington, United States of America, and you consent to the exclusive jurisdiction and venue of Washington courts (state and federal) for any disputes arising out of this Design Challenge;
- (6.) Participants retain all rights associated with the intellectual property they developed for the Design Challenge, but by taking part in the Design Challenge:
 - o Participant provides Microsoft the rights to publish all aspects of the Design Challenge

Entry from the date submitted until 18 months thereafter. All published solutions will receive attribution by individual and organizational Participants;

o Participant grants Microsoft the right of first refusal for the commercial use of any IP created as a result of this competition;

o Participant agrees to provide BGCA with all necessary rights to perpetually use all or a portion of the intellectual property developed for the Design Challenge, whether or not the Design Challenge Entry is selected as the winner or not.

(7.) Participant agrees to sign any necessary documentation that may be required for us and our designees to make use of the rights granted herein; and

(8.) Participant understands that you will not receive any compensation or credit for use of your Design Challenge Entry, other than what is described in these rules.

12. What if something unexpected happens and the Design Challenge can't run as planned?

If someone cheats, or a virus, bug, catastrophic event, or any other unforeseen or unexpected event that cannot be reasonably anticipated or controlled, (also referred to as force majeure) affects the fairness and / or integrity of this Design Challenge, we reserve the right to cancel, change or suspend this Design Challenge, or any element thereof. This right is reserved whether the event is due to human or technical error. If a solution cannot be found to restore the integrity of the Design Challenge, we reserve the right to select winners from among all eligible entries received before we had to cancel, change or suspend the Design Challenge.

Computer "hacking" is a crime. If you attempt to compromise the integrity or the legitimate operation of this Design Challenge by hacking or by cheating or committing fraud in ANY way, we may seek damages from you to the fullest extent permitted by law. Further, we may ban you from participating in any of our future promotions, so please play fairly.

13. How can you find out who won?

We will post the names of winners who received a prize worth \$25.00 or more online at www.phizzpop.com. This list will remain posted one month after March 17, 2010.

14. Who is sponsoring and administering this Design Challenge?

Microsoft Corporation is the sponsor of this Design Challenge.

Microsoft Corporation
One Microsoft Way
Redmond, WA 98052

The Webby Awards-Recognition Media LLC is the administrator of the Design Challenge.

The Webby Awards-Recognition Media LLC
1212 Bath Avenue, Suite 301
Ashland, KY 41101

The Boys & Girls Clubs of America is the beneficiary of the winning Design Challenge Entry.

Boys & Girls Clubs of America
1275 Peachtree Street NE
Atlanta, GA 30309-3506

International Academy of Digital Arts & Sciences (IADAS) is included in the official judging body of this Design

Challenge.

International Academy of Digital Arts & Sciences
19 W. 21st Street, Suite 602
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Salient6 is the developer of www.phizzop.com

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