

San José State University
Paseo Public Prototyping Challenge
2018-19

What will you create to make San José an incredible place to live, work, and play?

PASEO CHALLENGE RULES AND GUIDELINES
November 27th, 2018 v2.0

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1.0 Overview

1.1 Introduction to The Paseo Prototyping Challenge

The Paseo Public Prototyping Challenge is designed to incubate solutions to pressing social and environmental problems through multidisciplinary collaboration and technological innovation.

Following competitive review by SJSU faculty experts and industry professionals, up to 20 multidisciplinary SJSU student teams will be selected, mentored, and provided funding to develop prototypes to address social and environmental challenges in the city of San José, California.

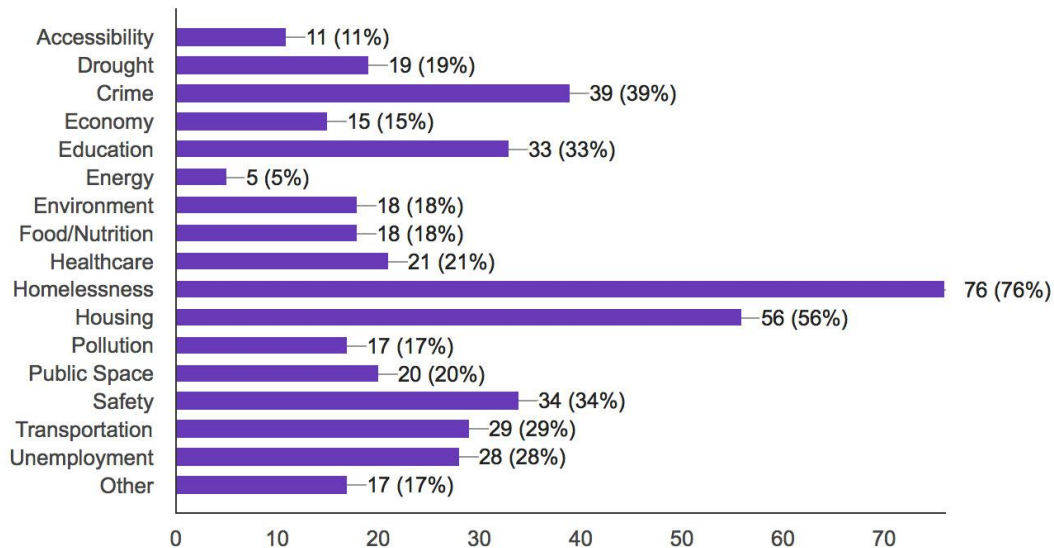
1.2 Survey data

As a civic innovation challenge, SJSU students are encouraged to address social and environmental challenges facing the city of San José through their prototypes. Following public surveys conducted in Summer 2016, and outreach to civic leaders in San José, California, we identified 16 key issues to assist students in identifying currently known problem areas for their civic innovation prototypes including:

- Accessibility
- Crime
- Drought
- Economy
- Education
- Energy
- Environment
- Food/ Nutrition
- Games and Play
- Healthcare
- Homelessness
- Housing
- Mobility
- Placemaking
- Pollution
- Public Space
- Public Health
- Safety
- Social Justice
- Transportation
- Unemployment
- Wayfinding

We also conducted street surveys to identify what the public considered the 5 biggest challenges facing the City of San José. The resulting data shows homelessness, housing, crime, education and safety (in that order) to be the top challenges according to our survey outcomes.

What are the 5 biggest problems facing the City of San José ?



1.3 Process

Students are encouraged to utilize innovative design and technology creatively in the proposal and development of their prototypes, while addressing known problems in San José. The Paseo Faculty Advisory Committee has identified key technologies and methodologies which could foster civic innovation, including:

- Big Data
- Civic Technology
- Creative Coding
- Creative Placemaking
- Design Research
- Design Science
- Internet of Things
- Locative Media
- Maker Culture
- Open Public Data
- Open Source Code
- Participatory Design
- Rapid Prototyping
- Social Networks
- Telepresence
- User Centered Design
- Interaction Design
- Wearable Technology

You are encouraged, but not required, to utilize the above technologies and methodologies to develop your submitted proposal and resulting prototypes. You are also encouraged to address known problems using multidisciplinary innovation skills, creativity and design in your proposals and prototypes.

1.4 Eligibility

The Paseo Prototyping Challenge (henceforth, Challenge) is open to all enrolled students at San José State University. Teams submitting proposals for to the Challenge must meet the following eligibility requirements:

- 1) **Must consist of at least 3, but not more than 5 SJSU students.**
- 2) **Must be composed entirely of students currently enrolled at San José State University as of Fall 2018.** Team members moving forward to the final competition in Spring must also be enrolled at San José State University in Spring 2019 to receive any awarded funds.
- 3) **Teams must consist of students from at least two different colleges and at least three different majors at San José State University to be eligible to apply for, and compete in, the Challenge.** SJSU Colleges include: Applied Sciences and Arts, Business, Education, Engineering, Humanities and the Arts, International and Extended Studies, Science, Social Sciences.
- 4) **Students are limited to participating in only 1 team.** We encourage students to focus on building a stronger team and prototype concept, rather than trying to increase their chances by joining multiple teams. Please read the *Project Selection Criteria* in Section 3.2 below closely!

Notes:

Undeclared students may participate, but team composition must still meet the above eligibility criteria to apply for, and compete in, the Paseo Challenge.

If a student drops out of a team, the team may select another student to continue, but the eligibility criteria above still applies. Additionally, the lost student team member must be replaced by the next prototyping milestone.

If a team does not consist of between 3-5 students from at least two different colleges and at least three different majors, they will be disqualified from selection, and participation in the 2018-19 Paseo Prototyping Challenge.

1.5 Schedule

LAUNCH, ONLINE SUBMISSIONS, AND INITIAL JUDGING FALL 2018

Date/ Time	Location	Event/ Milestone
Friday, November 30 th Noon – 2:30pm	SJSU Student Union Theater	Student Launch Event. Online prototyping submissions open online at http://paseoprototyping.org
Friday, January 11 th 2019	Paseo Website	Online prototyping submissions close at 11:59pm on Friday, January 11 th 2019. Online judging begins.
Friday, January 25 th 2019	Paseo Website	Selected teams announced.

PASEO PROTOTYPING MILESTONE EVENTS SPRING 2019

Date/ Time	Location	Event/ Milestone
Friday, February 1 st , Noon - 3pm	SJSU King Library IDC Space	Prototyping Milestone #1 Concept pitch and feedback
Friday, March 8 th , Noon - 3pm	SJSU King Library IDC Space	Prototyping Milestone #2 First working prototype/ elimination round
Friday, April 12 th , Noon - 3pm	SJSU King Library IDC Space	Prototyping Milestone #3 Final prototype and presentation Final judging and winners announced

2.0 Competition

2.1 Communications and Questions

This competition brief provides all information required to submit an entry. Please refer to the document provided herein for any and all questions first. Inquiries made in which the answer is already provided will not be answered. Teams submitting to the Challenge may submit questions to the **Paseo Prototyping Challenge Advisor** via email at: paseoprototyping@sjsu.edu

The Challenge Advisor must receive all questions no later than midnight on January 9th, 2019. The **Challenge Advisor** will work with the sponsors to provide timely answers for clarification to all rules. Any resulting program rules clarifications will be posted in this document, and all competing teams will be notified of any changes to the Paseo Challenge Rules and Guidelines document.

Once the brief has been distributed, the **Challenge Advisor** is the only person authorized to answer questions regarding the competition and its directives.

2.2 Submission Requirements

Competing teams must select a **Team Leader** to submit the primary proposal, and **all team members must be listed on the application submission form.**

Each submission must include the following four items:

- 1. A project narrative not to exceed 250 words.**
In clear and concise language describe what problem, or set of problems, you seek to address through your prototype. Who are your users? What is your technological innovation, and how does it address the Paseo Prototyping Challenge Call and Judging Criteria? What are the market opportunities and challenges to your innovation? The narrative must include the project name, a description of your prototype, and a basic description of the technical elements of your proposed prototype.
- 2. A short statement of interdisciplinary intent not to exceed 150 words.**
Your statement of interdisciplinary intent should address team composition and the way in which students from multiple disciplines will come together to solve the problem, or problems.
- 3. One PDF file not to exceed 7 pages** with initial concept sketches, images, 3D models, plans, schematics, notes, user studies, and/or other material which effectively shows your innovation and prototyping plan.
- 4. Registration form completed via Google forms by all team members** and their University affiliation including College and Major. Instructions for submission must be followed to be eligible for the participation.

2.3 Delivery

The Paseo Prototyping Challenge opens for submissions at Noon on Friday, November 30th, 2018. Challenge entries must be submitted via Google forms no later than 11:59pm PST January 11th, 2019.

All materials must be submitted online via the link to the online submission form located on the Paseo Prototyping Challenge page at:

paseoprototyping.org

Only one submission will be accepted per team. Substantially incomplete submissions may be disqualified at the discretion of the **Challenge Advisor**.

3.0 Selection

3.1 Jury

Faculty, industry, private and nonprofit sector professionals will serve as judges for the selection of student teams to move forward to the prototyping phase of the competition. Judges will be chosen and vetted by the **Paseo Faculty Advisory Committee** at San José State University to assure a balanced review process. The **Challenge Advisor** will oversee the online judging process to ensure impartial enforcement of the rules described in this challenge brief.

Up to 20 student teams will be selected to receive up to \$250 in prototyping funds to develop their proposed prototypes.

3.2 Project Selection Criteria

Jury members will base their review of proposed prototypes based upon the quality depth, clarity, and insight of the submitted team proposals.

Projects selected for the Paseo Prototyping Challenge must meet the following judging criteria:

- Does it have the potential to impact society in a positive way?
- Does it address a pressing social or environmental need in San José?
- Does it combine design and technology in a unique and innovative way?
- Does it solve a problem using expertise from multiple disciplines?
- Does it help to improve the city of San José?

3.3 Prizes

Final awards will consist of the following cash prizes:

1st Place Team..... \$3,000
2nd Place Team..... \$2,000
3rd Place Team..... \$1,000

Cash prizes will be distributed equally to eligible team members as indicated on the Challenge submission form. Team members receiving cash awards must be currently enrolled SJSU students as of Spring 2019. If team composition has changed, it is the responsibility of the Team Leader and/or Team Members to notify the Challenge Advisor.

In accepting their prizes, the winners consent to the use of their names, photos, and biographical information in all media, without additional compensation. Any taxes on the prize money are the sole responsibility of the winners.

All team members will receive a certificate of participation for completing the Paseo Challenge and will be eligible to receive other sponsor awards.

4.0 Rules

4.1 Ownership and Copyright

All materials submitted to the Challenge may be retained for archival purposes and possible exhibition and publication online. By participating in the Challenge, each team acknowledges and agrees that the Sponsor shall have the right to distribute submitted materials and use any such materials for promotional purposes including public relations or marketing. The Sponsor shall have the right to release any of the submitted materials to the media or otherwise publish and distribute the submitted materials. Where appropriate and in their control, the Sponsor will make every effort to properly credit teams for their work.

By entering the Challenge, participants represent and warrant that their works are original and do not violate the intellectual property rights of any third party.

4.2 Exhibition and Publication

The Sponsor reserves the right to release images of completed prototypes and team activity in any form to print and online media outlets and professional publications during and after the prototyping challenge. Students selected to participate in the Challenge will be required to sign a media release form upon selection to participate. The sponsors will publish the results of the Challenge on the Paseo Public Prototyping Challenge website and social media accounts located at the following URL: <https://paseoprototyping.org>

4.3 Disqualification and Disputes

Teams participating in the Challenge who fail to observe the provisions in these rules will be declared ineligible and the Jury shall be so informed by the Challenge Advisor. The Challenge Advisor's decision in respect to any such disqualification, and the potential forfeiture of any awards, shall be final and binding on all parties.

The Jury, by a majority vote, has the sole authority and responsibility to select winners. Should any disputes arise during the jurying process, they will be mediated by the Challenge Advisor until there is a successful resolution.

The Challenge sponsors are not responsible for lost, late, incomplete, illegible, damaged, or misdirected entries, or for any technological malfunctions. The

Challenge Advisor will invalidate any submissions that: arrive after the deadline; fail to fulfill the stated programmatic requirements; are incomplete; or contain visual or written material in the contents of the entry that is considered inappropriate, at the sole determination of the Challenge Advisor.