These are the principles that we will use to evaluate the quality of your apps. They are an adaptation of the Kami LeMonds’ blog which describes how apps for the [**Windows Phone Next App Star**](http://www.windowsphone.com/nextappstar) competition would be judged. [Click here](http://blogs.windows.com/windows_phone/b/wpdev/archive/2013/01/31/how-to-get-your-app-promoted-in-the-windows-phone-store.aspx) to read the blog

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| **Functionality** |  | **Strong** | **Adequate** | **Needs Improvement** |
| **Content** | Engaging and high-quality content in the app | Good quality content that uses some engaging features. | Low quality content with little or no engagement |
| **Performance and stability** | Runs quickly, with fluid and responsive performance. | Runs will with some fluid responsive performance | Runs with limited fluidity and response |
| **Navigation** | Easy to navigate without instructions. | Limited navigations without instructions | Difficult to navigate without instructions |
| **Tutorials** | Helps customers quickly understand and start using their new app in a matter of minutes. | Simple getting started instructions | Instructions are too brief or unclear |
| **Store description** | Engages customers and give details on what the app (or its latest update) can do for them. | Gives details on what the app (or its latest update) can do | Limited or no description of the app |
| grammatically correct, clear, and factually accurate | Grammatically correct, | Little of no evidence of proofing to check app for correctness. |
| Screenshots to help customers make an informed download decision | Screenshots showing some app functions | Some screenshots provided but not detailed enough to tell the use what they need to know |

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| **Utility** |  | **Strong** | **Adequate** | **Needs Improvement** |
| **Engaging and useful feature set** | Enables users to create and share fresh content | Enables uses to share content | Users can’t share or create content |
| **Purpose \*** | drive repeated and consistent use |  |  |
| **On-device features used** | Makes good use of on device features like GPS, NFC, sensors, speech, and the camera | Uses a limited range of on device features (2 or 3 features) | User very limited or no on-device features. |
| **Originality and innovation** | Compared with other Windows Phone apps is it different or is it better |  |  |
| **Visual impact** | strong visual impact in a way that incorporates high-quality visuals and imagery |  |  |

* **When an app is well-focused on a certain task or group of tasks, and those tasks are clear and valuable, the value of the app to the user becomes immediately apparent. It also makes it easier to assign your app a meaningful name, and choose a genre in Windows Phone Store.**

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| **Enjoyment** |  | **Strong** | **Adequate** | **Needs Improvement** |
| **Differentiating features** Live Tiles, Lenses, Speech integration, Wallet, In-App purchase, Pin-to-Start | Using multiple differentiating features effectively and to good effect. | Uses a limited range (2 or 3) differentiating features | Uses no differentiating features |
| **UI design principles** | Clean, uncluttered app screens that operate quickly, minimize typing, and surface new information automatically. | Clean app screens that operate smoothly, requires some typing and some new information surfaces automatically. | App screens with some kind or limited organisation, uses typing new information is surfaced manually. |
| **Cross-product synergy** | App allows customers to use its experience on Windows Phone, Windows, and Xbox | App allows customers to use its experience on Windows Phone and windows or xbox | App allows customers to use its experience on one platform (windows phone, windows or xbox) |