

## 7. Mobile App Development

### Introduction

Uses of mobile enterprise solutions in the automotive industry are numerous. The capability of smart phones and the cost effectiveness of the mobile apps available in the automotive sector have made the automobile industry look for better options that would provide users with hands free experience while driving.

### Purpose of the Event

The purpose of the event is to propose and create innovative mobile app for automotive sector according to the latest automotive market standards, that are also customizable the mobile apps. Apart from the design, security and distribution are to be addressed during the development of the apps.

### Expectations

Tier-I	Tier-II	Tier-III
Proposal submission and detailed presentation with idea generation	Prototype development with results and outcomes with presentation Submission of developed App	Prototype development with results and outcomes with presentation with real data applications

### Competition Rules

Paper should be submitted ahead of competition date.

Creativity and productivity of app idea

Originality of App

Presentation in 10 mins including Q & A.

Apps should be based on proposal submitted.

Application can be developed on any platform compatible to Android or IOS

Final app file must be submitted.

### Team:

- Team size: maximum of 2 members
- Number teams for Level-1: as much as possible

- One team from each college moves to Level -2.
- Two teams from each zone moves to Level -3.

### **Judging Criteria**

Regardless of the type of app, participant must have

- Clearly define its purpose
- Create a value proposition
- Identify your target audience
- Productivity of the app for the target customers
- Quality for paper Criteria: according to the SAE International and Novelty of the Proposal
- Presentation Criteria: quality of slides, clarity of presentation and confidence in answering queries Data collection.