

# AMIE Design Challenge

University of Maryland Eastern Shore

Total Score: **7.4**

## Score Breakdown

Desirability - User and Stakeholder Considerations	8.1
Desirability - Problem Definition	7.9
Feasibility - Technical Implementation	7.8
Feasibility - Prototype Developed	6.0
Viability - Innovative Approach	7.2
Viability - Sustainability Considerations	7.1
Presentation	7.7
Question and Answer	8.4

## Feedback

"I would love to hear more about how you've identified safety as the primary driver of traffic at small businesses during the pandemic. "

"Good concept not quite clear if privacy considerations were taken into consideration. is this intended to be real time feedback?"

"Consider adding more graphics and imagery during the early part of the presentation to help capture attention of your audience. What might it look like if there was a safety score that appeared on the application home page before entering the store?"

"Great to include consulting a business owner!"

"UMES has a great idea that can be implemented for all public places not just for small black businesses. The team has put much thought into the design, the key technologies that they will be using, the business model and their competitors. They need to consider privacy issue and the cost to support and maintain this application to make it feasible.  
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