2023 iRʌCE Hackathon

"CONNECT TO POP, POP TO CONNECT"

DUE: 12:00 pm, April 24th

OBJECTIVE: To propose an innovative use case for **NFC technology** to attract consumers to and from a pop-up retail/marketing event.

PROCEDURE:
1. Form a team of 4 students and decide on a creative/inspirational team name and inform Dr. Kwon (kwonwis@auburn.edu) of the **team name** and the names of the members by March 17th (Friday).

2. Based on what you learned on Day 1 and Day 2 of the Hackathon, each team identifies a potential **use case** for NFC technology where NFC is employed either for 1) the "***Connect to Pop***" concept (i.e., to connect consumers to a pop-up retail/marketing event) or for 2) the "***Pop to Connect***" concept (i.e., to connect consumers from a pop-up retail/marketing event to an extended experience beyond the location/time of the pop-up event).

   For the use case, clearly identify:
   - For what pop-up retail/marketing event NFC will be used and in what situation/context, users will interact with the NFC tag,
   - Who the user will be,
   - What data will be collected from taps on the NFC tag or from the digital assets connected from the NFC tag, and
   - What is the value/usefulness of this use case (i.e., How this use case can benefit the business and the user).

2. For the chosen use case, **design a sample digital asset** (e.g., a webpage, a multimedia file, a digital document) to which the NFC tag will direct the user when the user's smartphone reads the NFC tag.
   - If you want the NFC tag to direct the user to a webpage, you may want to create a sample webpage by using any free website builder application (e.g., Wix, WordPress, Adobe Spark).
   - If you want to link the NFC to a multimedia file (e.g., video), you may upload it on YouTube.
   - You may create any other forms of digital asset as long as it is accessible via the Internet.

3. **Encode blank NFC tags** (provided in the Technology Kit) with the URL to the digital asset that you created.
   - See NEXT PAGE for **NFC tag encoding process instructions**.
   - Also, a video tutorial of NFC tag encoding process can be found at https://www.youtube.com/watch?v=kkU2LFhmZCI

NFC Encoding Instructions

Android / Microsoft / Google / Blackberry

**NFC reader located in the back (various locations)
Requires NFC enabling in settings*

Step 1: Open NXP Tagwriter App.
Step 2: Select 'Write Tag'
Step 3: Select 'New dataset'
Step 4: Select 'Link'
Step 5: Choose URI type
Step 6: Enter URI data
Step 7: Save and write
Step 8: Hold phone over NFC tag
Step 9: Tap to confirm
Step 10: Write successful

NXP Tagwriter

iPhone 7 or later

*NFC reader located at the top edge of the iPhone

Step 1: Open NXP Tagwriter App.
Step 2: Select 'New'
Step 3: Select 'Link'
Step 4: Choose your URI type
Step 5: Enter URI data
Step 6: Save and write x2
Step 7: Hold phone over the NFC tag to encode.
Step 8: Encoding confirmed with a checkmark

NXP Tagwriter

4. In the Hackathon Day 3 session (**April 24th**), give a <mark>3-minute team presentation</mark> (with PowerPoint slides). Include in the presentation:

    - *Title Slide (Slide 1)*: Use Case Title, team name, and names of the team members
    - *Slide 2*: Use Case Description (Who are intended users, for what pop-up retail/marketing event and for what situations, and what data might be collected)
    - *Slide 3*: Demo of the NFC tag use – You may use whatever approach that you think is best to demonstrate how the NFC tag is used for your use case (e.g., a demo video, pictures, a live demo)
    - *Slide 4*: Value/Usefulness (i.e., How this use case can benefit the business and the user).

EVALUATION:

A panel of judges consisting of industry experts will score each team using the following <mark>judging criteria</mark>:
- *Creativity* **(5 points)**
- *Innovation* **(5 points)**
- *Value/Usefulness* **(5 points)**
- **Tie Breaker:** *Wow factor* **(5 points)**

❖ The hackathon grade (15% of course grade) will include (***100 points in total***):
- **Base Grade** (***60 points*** will be earned by all members participating in the team presentation)
- **+ Judges' Scores** (***20 points*** assigned as shown above)
- **+ Team Member Evaluation** (***20 points*** based on team member evaluation survey scores rated by your team members)

❖ Certificates and prizes will be awarded to **Top 3 Teams** **selected based on the judges' scores!**