

How Do Winners Win?

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Sultanate of Oman
Information Technology Authority



e.oman



How Do Winners Win?



Writing For an International Jury



URLs and Log-ins Must Work



What Can I Do If My System Has Access Restrictions?



When Only Arabic Is Available



Why Is Your Project Important?



Does It Comply With The Entry Criteria?



Does The Project Fit The Definition Of The Category?

Previously the jury have had to reject projects that did not fall within the definition of the category.

Now, assessors will eliminate any project that does not fit, and an official letter will be sent to the Minister/CEO with the disqualification reason.

Do not let this happen to your project.

If you are in doubt, always consult ITA.



The Good Story

You are introducing the jury to your project, of which they probably know nothing about! You need to tell them the story of your project.

- › How did you get the idea, what specific problem does your project solve?
- › What did you want to create? (logic)
- › What is the most important elements in the project?
- › What is new about your project? (PKI, GCloud, Accessibility, Multi Channel, etc)
- › How did it benefit your organization? (cost, time)
- › How does it benefit your customers? (cost, time)
- › etc



The Write-Up

- › Use clear and simple language (don't go too technical) and make it flow.
- › Front-load your text – the most important things first.
- › Only include elements that are relevant. Concentrate on the important stuff (less is more). One sentence is better than ten, if that one sentence says it all!

An application does not become better or stronger by being longer



Writing For An International Jury

- › If a project solves a specific problem in Oman, you have to explain to the international jury why this is important. The international jury may not know and understand the specific Omani context.



URLs And Log-ins Must Work

- › If you have url's or dummy accounts in your application – make sure they work during the remote evaluation and the onsite evaluation week. Each jury member have limited time to view the application, and if a url or log-in to a service does not work, it devalues your application and the jury might dismiss it.



What Can I Do If My System Has Access Restrictions?

- › If this is the case, you must illustrate your project in another way. Use a slideshow or a PDF file with screenshots, a screen recording with a voiceover or diagrams that takes you through the process along with a brief description.



When Only Arabic Is Available

- › It is an international jury! There will be Arabic speaking members in the jury, but not everyone will speak Arabic.
- › For websites and services only available in Arabic, make a presentation with screenshots and explanations in English telling non-Arabic speaking jury members what they are seeing.



Understanding The Outcomes

- › The jury needs to understand the magnitude of your achievements.
- › The jury will need to understand the **scope**, **outcomes** and **impact** on Oman society, your target users or customers. For impacts, explain and quantify. (numbers, comparisons)



Evidence

- › Do not upload many different documents as evidence, if it is not strictly relevant.
- › It is better to upload one presentation with explanations and links to evidence (should the jury want to investigate further) than uploading everything.
- › Remember this is an evaluation, not an audit. You do not need to provide everything, only what is relevant. If you attach too much that is not directly relevant, the jury may overlook what is relevant, as there is limited time for reviewing each application.
- › Statistics, figures, process diagrams, instruction videos.
- › Explain and order the attachments in the description. Uploading ten big unordered files will not make your application stronger.
- › Filenames matter! Let the file name describe precisely what is in the attachment.

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Q&A