



UNIVERSITI MALAYSIA PAHANG  
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RUBRICS SHEET

DATA-AI-EXPERIENCE (DAX) CHALLENGE 2026

Special Award: AI Excellence Award

Group Name:

Category:

Jury Name :

| Element/Criteria  | 0<br>(Poor)                                                                                   | 1<br>(Beginner)                                                                                                               | 2<br>(Developing)                                                                                                                                   | 3<br>(Competent)                                                                                                                                       | 4<br>(Good)                                                                                                                                                                      | 5<br>(Excellent)                                                                                                                                                                                                               | Weighted | Given Score | Score | Comments/Remarks |
|-------------------|-----------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-------------|-------|------------------|
| Smart Application | No AI technology is implemented. The solution functions entirely without AI capabilities.     | AI is present but only as a cosmetic feature or simple chatbot with little practical value. It does not improve the solution. | AI performs simple tasks (e.g., keyword matching, basic classification, predefined responses) but contributes limited value to solving the problem. | AI is a core component that effectively solves a defined problem. The chosen AI method is appropriate and improves efficiency or decision-making.      | AI automates complex processes, integrates multiple AI techniques or models, demonstrates adaptive behaviour, and significantly enhances user productivity and outcomes.         | AI delivers an innovative, transformative, and scalable solution with clear novelty. The application demonstrates advanced reasoning, prediction, personalization, or autonomous decision support beyond existing solutions.   | 4        |             | 0     |                  |
| Ease of Use       | Application is unusable or fails to operate. Users cannot complete basic tasks.               | Interface is confusing, inconsistent, or lacks guidance. Significant assistance is required to use the application.           | Basic functionality is available but navigation is unintuitive, requiring multiple steps or technical knowledge.                                    | Interface is organized, responsive, and easy for most users. Instructions and workflows are clear, enabling efficient task completion.                 | Professional-quality interface with intuitive navigation, responsive design, minimal learning curve, and excellent interaction flow. AI provides helpful suggestions during use. | Exceptional user experience. The application anticipates user needs, minimizes effort, provides personalized interactions, accessibility features, and seamless AI-human collaboration.                                        | 4        |             | 0     |                  |
| Reliability       | Application frequently crashes or produces invalid outputs. AI is unreliable.                 | Works only under ideal conditions with limited input types. Errors are common and not handled properly.                       | Performs adequately with standard inputs but struggles with unusual, incomplete, or noisy data. Error handling is limited.                          | Consistently produces reliable outputs across normal usage scenarios. Handles common errors and invalid inputs appropriately.                          | Robust system capable of handling diverse, ambiguous, or incomplete inputs while maintaining stable performance. AI outputs remain accurate and consistent.                      | Commercial-grade reliability with comprehensive validation, graceful failure recovery, high availability, and consistently accurate AI performance across a wide variety of real-world conditions.                             | 4        |             | 0     |                  |
| Data Smartness    | No meaningful data usage or analysis. AI does not utilize available information.              | Uses generic or hard-coded information with little awareness of project-specific data.                                        | Reads and processes available data but provides only descriptive outputs without meaningful interpretation or recommendations.                      | Uses relevant data effectively to generate useful recommendations, predictions, summaries, or decision support. Demonstrates contextual understanding. | Performs advanced analytics by identifying trends, anomalies, relationships, and actionable insights. AI supports informed decision-making through intelligent reasoning.        | Demonstrates expert-level intelligence by discovering hidden patterns, generating predictive insights, explaining reasoning, adapting recommendations, and continuously learning or improving where appropriate.               | 4        |             | 0     |                  |
| Safety/Ethics     | No consideration of safety, privacy, ethics, or security. System may produce harmful outputs. | Limited awareness of ethical issues. No safeguards for privacy, bias, or misuse.                                              | Basic safety measures exist (e.g., simple filtering or authentication), but ethical considerations are incomplete.                                  | Appropriate privacy protection, input validation, and content filtering are implemented. AI usage follows fundamental ethical principles.              | Strong implementation of responsible AI practices including transparency, explainability, fairness, user consent, secure data handling, and mitigation of harmful outputs.       | Exemplary responsible AI implementation with comprehensive governance, fairness evaluation, privacy-by-design, explainable AI, continuous monitoring, compliance with relevant standards, and clear accountability mechanisms. | 4        |             | 0     |                  |
| Grand Total       |                                                                                               |                                                                                                                               |                                                                                                                                                     |                                                                                                                                                        |                                                                                                                                                                                  |                                                                                                                                                                                                                                |          |             | 0     |                  |

Overall Remarks