Agriculture Health and Safety Mobile App Evaluation Rubric

	CATEGORY	1 (Poor)	2 (Fair)	3 (Good)	4 (Excellent)
RELEVANCE	Content	Content is not reliable, accurate and error-free	Some of the content is reliable, accurate and error-free	Content is generally accurate, reliable and error-free	Content is accurate, reliable and error-free
	Advances Agricultural Health and Safety	The app has no value in providing information to advance agricultural health and safety	The app has limited value in providing information to advance agricultural health and safety	The app has good value limited value in providing information to advance agricultural health and safety	The app has great value and is ideal in providing information to advance agricultural health and safety
FUNCTION	Technical Performance	Multiple technical issues, works on limited OS versions and does not function as described	Occasional technical issues, works on a few OS versions, functions somewhat as described	Rare technical issues, works on several OS versions, generally functions as described	No technical issues, works on many OS versions and functions well as described
	Usability	Difficult to operate, demonstration and instruction are consistently required	Demonstration is required to operate, instruction is sometimes required and may be available	User can launch app, instruction is initially required and available but is not needed thereafter	User can launch and operate the app independently, no demonstration or instruction is needed
	Information Delivery	Cannot save, share or export data	May not save, share or export data	May not save but can share and export data	Can save, share and export data
VALUE & PRIVACY	Value	Costs to download, access and upgrade, and ads may be present	Free to download and access, in-app purchases required and ads are present	Free to download and access, no in-app purchases required, ads are present	Free to download and access, no in-app purchases are required and no ads
	Advertisement	Aggressive ads that modify settings without consent, has third-party tracking, no limit/block option	Ads modify settings without consent, third-party tracking, option to limit/block for a fee	Limited ads modify settings with consent, third party tracking, free option to limit/block	Limited or no ads or third party tracking, free option to limit/block
	Privacy Disclosure	No consent or disclosure, accessed data beyond what app needs to function, no privacy policy	No consent or disclosure, accessed data is beyond what app needs to function, privacy policy complex and hard to find	No consent but has disclosure, only accesses data that app needs to function, privacy policy is accessible	Consent and disclosure, only accesses data that app needs to function, privacy policy is easy to read and accessible
	Confidentiality	Permanent and impermanent identifiers are collected for advertising purposes, identifiers are not encrypted	Impermanent identifiers are collected for advertising purposes, identifiers are not encrypted	Impermanent identifiers are collected for advertising purposes, identifiers are encrypted	Identifiers are not collected for advertising purposes

Category Definitions

Criteria	Category	Description
RELEVANCE	Content	Content is accurate, relevant, consistent, clear, grouped, regularly updated, reliable, engaging, language is non-offensive and complies with regulatory requirements. Back to rubric
	Advances agricultural health and safety	App can be used for reference, information access, prevention, education, awareness, calculations, gaming or entertainment and serves the overall purpose of reducing agricultural workplace incidents, injuries and illnesses in or advancing agricultural health and safety. Back to rubric
FUNCTION	Technical performance	App has no technical issues, functions well, works across platforms, processes quickly, is accurate, 508 compliant, functional, customizable for specific apps., measurement tool is calibrateable, support is housed within the app and technical team available for issues. Back to rubric
	Usability	Visual elements are appealing, cognitive burden for determining functionality is low, instructions for use are clear, app is intuitive, navigation is consistent, app has a real feel connecting the data to the user, app is tested, efficient, effective, complete, readable and easy to learn, app is developed for the end user. Back to rubric
	Information delivery	Effective presentation of data back to the user/second party/development team, has options for reporting, users can share information across platforms or with other parties and information can be exported to print or copy. Back to rubric
VALUE & PRIVACY	Value	Relates to the cost of the app to download, upgrade and control ad behavior. Back to rubric
	Advertisement	Ads, if provided, are delivered to the user with context and control. User has options to control ads through Do Not Track (DNT) mechanisms that prevent or limit access of ad tracking networks. Ad delivery techniques are discussed which may include standard "push" notification, add new icons to the mobile desktop and modifying user browser settings. Back to rubric
	Privacy disclosure	Transparency of the app developer in accessing user data such as geolocation, contact lists, calendar information, photos, mobile usage history, audio and video recordings, unique user identifiers, etc. A privacy policy may include the type and amount of data being collected or shared, how the data will be used and to whom it will be shared. Back to rubric
	Confidentiality	Relates to unique user identifiers and its encryption. In general, these identifiers should not be used for advertising purposes. Permanent identifiers are ones that the user cannot change such as device-specific International Mobile Equipment Identity (IMEI), Unique Device Identifier (UDID) in iOS devices and device-specific Media Access Control (MAC) Address. Impermanent identifiers may be reset by the user and includes Android_ID in Android devices, and subscriber-specific International Mobile Subscriber Identity (IMSI) and MSISDN. Back to rubric

Score calculation:

There are three criteria which are broken down into a total of 9 categories. Each category is scored from 1 (poor) to 4 (excellent). Category scores within each criteria are averaged to obtain a criteria score. Criteria scores are averaged to obtain an overall weighted average score. The overall weighted average score is multiplied by a conversion factor of 1.25 to obtain a five-point scale rating rounded up to the nearest integer.

Relevance score = (Content + Advances agricultural health & safety) ÷ 2

Function score = (Technical performance + Usability + Information delivery) ÷ 3

Value & Privacy score = (Value + Advertisement + Privacy Disclosure + Confidentiality) ÷ 4

Overall weighted average score = (Relevance + Function + Value & Privacy) ÷ 3

Five-point scale rating = Overall weighted average × 1.25

This means that the Relevance score has most influence towards the overall score. This is followed by the Function score with the Value & Privacy score having the least influence towards the overall score.