

Multimedia Appendix 2: Criteria/Rubric for the designathon

Elements	Percentage	Detailed description			
		10	9-8	7-5	5-0
Title	10%	Captivating, clear and concise, very original/creative	Captivating, very clear and concise, some originality shown	Somewhat clear and concise, may be missing originality	Not clear and concise, not original
Health message	10%	Conveys digital mental health intervention with clarity and concision, highly comprehensive and informative	Conveys intervention with clarity and concision, comprehensive and informative but to a lesser degree	Does not effectively convey intervention, not as informative	Confusing or off-topic
Slogan	5%	Catchy, accurately represents health message, concise	Accurately represents health message, concise, may not be catchy	Accurately conveys health message, is not concise or catchy	Does not accurately convey health message
Logo	5%	Very visually appealing, creative, and representative of communication package. Uses appropriate visual metaphors to represent the program.	Visually appealing and representative of communication package, may not be creative. Uses mostly appropriate visual metaphors to represent the program	Visually appealing or representative of communication package, may not be creative. Uses mostly appropriate visual metaphors to represent the program.	May not represent communication package adequately or use appropriate visual metaphors. Not visually appealing or creative.
Poster & Video	Presentation: 10%	Very visually appealing and eye-catching	Visually appealing and eye-catching	Less visually appealing	Visually unappealing, tacky and unprofessional
	Organization : 10%	Easy to navigate, effectively highlights most important information	Easy to navigate, highlights some but not all important information	Easy to navigate, does not highlight important information	Difficult or confusing to navigate

	Information: 15%	Concise, accurately portrays health message, uses appropriate tone for target audience	Accurately portrays health message, uses appropriate tone for target audience, may not be concise	Accurately portrays health message, may not use appropriate tone for target audience, may not be concise	Does not accurately portray health message
Total	100%				