

The Design Process Project Rubric

Key Concept	Extensive Evidence	Convincing Evidence	Limited Evidence	No Evidence
Purpose of Your App	The purpose of your app is clearly defined in terms of multiple user needs and challenges as identified in the interview.	The purpose of your app is defined in terms of the needs of the specific user as determined by the interview, and at least one related challenge is identified.	The purpose of your app is described in terms of the needs of the user, but the description may not be specific to the user or relate back to the interview.	The purpose of your app is not defined, and user needs are not identified.
User Needs and App Features	There are explicit connections between user needs and specific features of your app, and explanations of how multiple features address those needs.	There are explicit connections between user needs and features of your app.	User needs are identified, and appear to be related to app features, but may not be explicitly connected	User needs are not mentioned, or do not appear to be addressed in your app.
Screens and Elements	There are multiple screens and elements, with a clear and distinct purpose for each screen and elements that relate to that purpose.	Multiple screens and elements relevant to the user's task and stated features of your app.	At least one screen with multiple elements that are relevant to the user's task and stated features of your app.	No screens, or screens with elements that are not related to the stated features of your app.
Testing	Your poster describes the results of user testing, synthesizes feedback, and identifies specific areas for improvement.	Your poster describes the results of user testing, including a synthesis of user feedback.	Your poster describes the user testing, but there is no clear analysis of test results or synthesis of the feedback.	No user testing is mentioned.
Navigating your App	It is clear how the user would navigate your app and how the steps of the navigation relate to solving the user's problem	It is clear how the user would navigate your app and all required screens and elements are described.	Your poster describes how the user could navigate your app, but elements may be missing.	No description of how the user could navigate your app.
Improvements and Feedback	Multiple proposed improvements to your app are clearly related to the results of testing, with an explanation of how feedback is being addressed.	There are proposed improvements to your app that are explicitly related to the results of testing.	There are some proposed improvements to your app, but there is no clear connection to the results of testing.	There are no improvements mentioned to your app.