Individual Assignment #1 (I1)
Grading Rubric

Learning Outcome: Describe and apply user-centered design methods to conduct formative and summative evaluations.

	4	3	2	1
Data Collection *Thorough and complete data collected*	Interview questioning demonstrates a skilled attempt to gather in-depth responses to questions through thoughtful probes and prompts. Expertly gathers data by using multiple probes to follow-up on interviewee responses and listens appropriately to allow interviewee to fully respond.	Adequately uses probes and prompts are used to gather in-depth responses to questions. Data is incomplete in a few spots, with further probing or prompting needed.	Data contains several areas where probes were needed to gain further elaboration. Data reflects many instances in which interviewee responses were not followed-up with probes to gain more detail.	Data is very sparse, with most if not all interviewee responses needing to be elaborated upon through probes.
Dependability *Data is collected in a replicable manner: the method is well-described*	Method is clearly described: interview questions are clear and understandable and participant information is well-communicated. It is clear which category each interview question corresponds to.	Method is adequately described. It is difficult to understand the wording of a few questions, the category to which some questions correspond, and/or some of the participant information.	Method description contains significant clarity issues, with several of the interview questions, question categories, or participant information details difficult to understand.	Method description is extremely poor, with most or all of the interview questions, question categories, or participant information details difficult to understand.

	4	3	2	1
Credibility *Data is collected correctly and skillfully*	Interview questions are expertly crafted: they reflect attention to and excellent application of most best practices in qualitative interviewing, particularly question neutrality and open-endedness, and making transitions. Questions are thoughtfully and correctly crafted to address each of five question categories: *Experience/Behavior, Opinions/Values, Feelings, Knowledge, and Sensory*.	Interview questions correctly address the five question categories and are adequately crafted: overall, they reflect attention to some best practices in qualitative interviewing, particularly question neutrality and open-endedness, and making transitions. A few questions demonstrate limited or no application of these best practices.	Interview questions need significant iteration. Several revisions are needed to thoughtfully and correctly reflect best practices in qualitative interviewing and address the five interview question categories.	Interview questions need to be completely revised. Most questions demonstrate little to no application of best practices in qualitative interviewing and several questions incorrectly or fail to address the five interview question categories.
Analysis *Demonstrates meaningful, thoughtful and critical insights*	Demonstrates the ability to articulate clear and insightful reflections upon data. Communicates meaningful, thoughtful commentary that reflects a critical assessment of the data.	Describes multiple insights gained from the data, only some of which contain a critical assessment of the data. Analysis contains some instances in which greater elaboration upon the data or critical thinking is required.	Describes some insights gained from the data, with many instances in which greater elaboration upon the data or critical thinking are required.	Analysis is primarily or entirely a repetition of what participants said, without further elaboration, critical thinking, and assessment.