Team Assignment #3 (T3)
Grading Rubric

Learning Objective: Describe and apply user-centered design methods to conduct formative and summative evaluations.
* For T3, the methods assessed are affinity diagramming & persona creation

	4	3	2	1
Credibility *Methods are carried out correctly and skillfully*	Methods are correctly and skillfully employed (e.g., "blue" and "pink" level categories in the affinity diagram are in the voice of the user, persona mapping process is correctly followed, etc.).	Methods are employed with some minor errors, demonstrating some incorrect use of the methods.	Significant errors present in the way the methods are used.	Appropriate methods not used, or correct methods are used with pervasive errors.
Analysis *Demonstrates meaningful, thoughtful and critical insights*	Demonstrates the ability to articulate clear and insightful reflections upon the data. Communicates meaningful, thoughtful commentary that reflects a critical assessment of the data. Analysis description (*e.g.,* discussion of themes) is fully substantiated with evidence from the data (*e.g.,* quotes and specific examples).	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, critical thinking, and/or evidence from the data (*e.g.,* quotes or specific examples) are required.	Analysis is very surface level and cursory, without elaboration, critical thinking, and assessment.

Learning Objective: Design and implement useful, usable, and engaging graphical computer interfaces.

	4	3	2	1
Creativity	System design concept(s) creatively address(es) empirically-derived design requirements/persona components. Design ideas represent outside-of-the box, innovative thinking.	System design concept(s) adequately address(es) empirically-derived design requirements/persona components. A few design ideas would benefit from more innovative thinking.	There is a lack of innovation and creative thinking in several design ideas.	There is a lack of innovation and creative thinking in most or all design ideas.
Grounding Design in Data	Design ideas are thoughtfully justified and motivated with evidence from the data (*e.g.,* quotes and specific examples). Demonstrates the ability to articulate clear and insightful reflections upon how the designs will address needs, goals, or other themes from the data (e.g., considering cognitive, social, cultural, economic, and/or political user needs/desires).	Design ideas are adequately justified and motivated with evidence from the data (*e.g.,* quotes and specific examples). Provides clear reflections upon how the designs will address needs, goals, or other themes from the data. Some design ideas should be further backed up by examples from the data and clear argumentation as to why the designs address findings identified in the data.	Several design ideas need to be better justified and motivated with evidence from the data (*e.g.,* quotes and specific examples). In many instances it is unclear upon how the designs will address needs, goals, or other themes from the data.	Design ideas are not justified and motivated with evidence from the data. It is unclear how the designs will address needs, goals, or other themes from the data.