HCI Assessment Rubric

Knowledge / skill	Excellent	Very Good	Satisfactory	Unsatisfactory
User analysis / requirements / rich picture / personas / scenarios	Evidence of outstanding user analysis and requirements which clearly conveys problem domain and need for solution	Evidence of complete user analysis and requirements which conveys problem domain and need for solution	Evidence of partial user analysis and requirements which conveys problem domain and need for solution	Evidence of no or little user analysis and requirements
UI/UX design / User journey / Storyboard / IA / Wireframe(s) / navigation / mood board / etc.	Evidence of outstanding user interface design which is very clear, succinct, well-presented and complete fully aligned with user analysis and meeting requirements specification	Evidence of complete user interface design which is mostly clear, succinct, well-presented and fully aligned with user analysis and meeting requirements specification	Evidence of partial user interface design which is almost complete meeting requirements specification	Evidence of no or little user interface design
Theoretical detail	Evidence of outstanding use of theory to underpin practice developing poster and mock-up	Evidence of using theory to underpin practice developing poster and mock-up	Evidence of using some theory to underpin practice developing poster and mock-up	Evidence of no or little theory to underpin practice developing poster and mock-up
Reflective report, references / appendix	Evidence of outstanding critical reflective writing using academic sources	Evidence of critical reflective writing using academic sources	Evidence of some critical reflective writing using academic sources	Evidence of no or little reflective writing
Poster	Evidence of an outstanding poster which is of A0 in size, aesthetically well-presented, organised, and highly persuasive and insightful	Evidence of a complete poster which is of A0 in size, aesthetically well-presented, organised, and persuasive	Evidence of a partially complete poster which is of A0 in size, aesthetically well-presented, organised, and persuasive	Evidence of no or incomplete poster
Prototype mock-up	Evidence of an outstanding mock-up which is very clear, succinct, well-presented and complete, all based on clear design decisions presented in poster	Evidence of a complete mock-up which is clear, succinct, well-presented and complete, all based on clear design decisions	Evidence of a partially complete mock-up which is based on some design decisions	Evidence of no or incomplete mock-up

Modified https://www.rose-hulman.edu/class/cs/csse333/Project/Rubrics/ERDiagram.pdf

Student: X

User requirements

- Does not clearly consider specification details.
- Does not clearly consider people, activities, contexts, and technologies.
- Does not clearly consider personas.
- Does not clearly consider scenarios.
- Does not clearly consider alternatives.

UI/UX design / User journey / Storyboard / IA / Blueprint / Service ecology map

- Does not contain a clear and well-illustrated account of design solution.
- Does not use correct representation.
- Does not present sufficient coverage of user types, activities, contexts and technologies.
- Does not clearly show Information Architecture.
- Does not clearly state how Information Architecture derived from decisions made.

Wireframe(s) / Navigation / Mood board

- Does not clearly provide a quality prototype.
- Does not clearly provide an account illustrating the relationships between aspects of the prototype.
- Does not clearly establish and design user interactions for the intended user interface.
- Does not consider cross-channel interaction and UX
- Does not clearly provide supportive contents justifying decisions made.
- Does not contain a clear and well-designed wireframe(s).
- Does not use correct representation.
- Does not present sufficient wireframe(s) to cover user types and storyboard.
- Does not clearly show navigation within wireframe(s).
- Does not clearly show how mood board derived from decisions made.

Theoretical detail

- Does not contain evidence of HCI concepts, principles and guidelines being used for the poster.
- Does not contain evidence of HCI concepts, principles and guidelines being used for the prototype.

- Does not contain evidence of HCI concepts, principles and guidelines being used for the storyboard / wireframe(s).
- Does not contain evidence of HCI concepts, principles and guidelines being used for the IA / navigation system.
- Does not clearly state how theory informed decisions made.

References / appendix

- Does not provide account of key decisions made relating to:
  - the contents and media used within the poster
  - the structure and organisation of the poster
  - the styling and colours used in the poster
  - the structure and organisation of the prototype
  - the styling and colours of the prototype
  - the teamwork, team organisation, leadership and support
- Does not provide references substantiating claims and/or justifying arguments made.
- Does not provide quality references.
- Does not provide a sufficient number of references.
- Does not use correct notation/style.
- Does not show additional reading around the subject.
- Does not provide clearer cited informative supportive and additional information

Prototype mock-up

- Does not clearly show how mock-up derived from decisions made.