

Criteria	Scales					
	Not better	Nearly passable	Good attempt	Excellent	Perfect	
<b>Task 3</b> Mockup - Format Includes (Quality of work Consistency, Formating, usage of elements, and likeliness to the workshop)	Mockups look consistent. They don't belong to the package. More Elements added. A bare Mockups	6.00 Mockups lack consistency. Screens look okay but could have had better consistency. Attempted the question. Not the proper format of mockups. When clicked, hotspots	9.00 Good attempt. A lot of time spent in creating a good quality work. Some consistency errors. Could have put more effort in making the mock up look better. Hotspots do not exist. It	12.00 Very good work. Could be more professional.A lot of time spent in creating a very good quality work. Mockups do look consistent but could have been better. There are	15.00 Excellent work. Mockups use consistent element and all screens look like they belong to the package. Works Perfect, with hotspots.Excellent attempt at usage	
<b>Task 3</b> Mockups clarity of the designs with both normal and alternate flows captured	Mockups are cramped and the items. mber of normal, screens. Added confusing	6.00 Could have been better. There are some screens that lack clarity. Some normal and alternate flows missing. Unlabelled alternate flows leading to confusion. Ineffective	9.00 Added screens that are confusing. Mostly lacks clarity. Missing some normal flow of screens and alternate flows. Unlabelled alternate flows leading to confusion. Could	12.00 Most of the flow - both normal and alternate has been captured. There are some screens missing/being added that is confusing. Clarity isn't great but student has attempted to	15.00 Very Clear in what is being displayed. Normal flow has been captured with ease with clarity. Nothing has been overlooked. Alternate flow has been captured	
<b>Task 3</b> Mockups similarity to Wireframes	Mockups are very similar to	4.00 Mockups are quite similar to Wireframes, but still a bit different	6.00 Mockups are very similar to wireframes, but a lot of inconsistencies across	8.00 Mockups are very similar to wireframes, but some inconsistencies across	10.00 Spot on work. Looks professional. Well done	
<b>Task 4</b> Background research/reading	Background research. No sources. references.	4.00 The report indicates that okay research was performed on the existing mobile application and websites, generally supported by some references.	6.00 The report indicates that good research was performed on the existing mobile application and websites, generally supported by references.	8.00 The report indicates excellent research on the existing mobile application and websites, generally supported by solid references.	10.00 The report indicates outstanding research on the existing mobile application and websites, consistently supported by solid references.	