Index	Rubric	% – In Marks
1	**Prototype Quality**	**20% - 17 marks**
a	Stability & Functionality • Assess the application's overall stability, responsiveness, and freedom from crashes or bugs	3
b	Completeness • Evaluate whether the application meets all required features, including dashboard functionality, pollutant pages, and basic accessibility.	3
c	UI & Responsiveness • Review the overall design, layout consistency, and responsiveness of the UI, ensuring it adapts smoothly across desktop and tablet screens.	5
d	Improvements & Creativity • Award marks for creativity and thoughtful improvements made throughout iterations, based on feedback and testing	6
2	**Documentation & Report**	**30% - 29 marks**
a	Structure & Clarity • Assess the report's overall organisation, coherence, and flow. The report should clearly explain each design choice, feedback, and iteration outcome.	4
b	Arguments & Supporting Information • Evaluate the strength of arguments made in the report, with evidence supporting design and implementation decisions.	6
c	Scoping Analysis & Scenario • Review the quality of the project's scoping and scenario analysis, ensuring the project's focus aligns with monitoring context.	8
d	Application of UI/UX Theory • Look for references to relevant UI/UX theories and design principles, applied to design decision and iteration improvements.	6
e	Use of Prototyping Technique • Assess the variety and appropriateness of prototypes methods used throughout development, and how these methods informed design choices.	5

3	**Iterations & Evaluations**	**20% – 19 marks**
a	Ethics Compliance • Ensure ethics documentation is complete, including participant consent forms and anonymized feedback data, following ethical standards.	3
b	Documented Iterative Cycles • Check that the project includes at least three documented iterations, with iterative improvements across each cycle.	1
c	Evaluation Techniques • Review the evaluation methods used (e.g., heuristic, walkthroughs) and their relevance to the project's design.	4
d	Evaluation Reasoning • Ensure clear reasoning behind each evaluation method and design choice, detailing why specific techniques were chosen.	2
e	Feedback Integration • Award marks based on the extent to which customer feedback was incorporated, with clear documentation of implemented and deprioritized feedback.	6
f	Evidence of Evaluation • Assess the quality and clarity of evaluation evidence, including tables, anonymized images, and summarized feedback data.	3
4	**Video Submissions**	**20% - 18 marks**
a	Iteration Videos • Evaluate the submission of three iteration videos, showcasing development progression, feedback, and adjustments.	3
b	Showcase Video • Ensure submission of a final showcase video demonstrating the app's main features and accessibility.	1
c	Video Length Compliance • Check that all videos meet the required lengths (iterations: 45s-1m20s; showcase 1m20s-1m45s).	4
d	Clarity & Evolution • Review the quality, clarity, and accessibility of each video. Videos should be understandable on first viewing, with accessible features like subtitles where possible.	2
e	Process & Evolution • Award marks for evidence of development process and iterative evolution across videos, highlighting major improvements and design choices.	6
f	Audience Appropriate Showcase • Assess the showcase video for its suitability for a general (non-technical) audience, effectively highlighting key features and usability reports	2
6	**Module Participation**	**10%**
Total	**100%**	**83 marks**