

RUBRIC - Peer-graded Assignment: Personas, Problem Scenarios and Propositions, and User Stories

1) Positioning Statement

Includes all of the following (5 points)

- Target customer
- Statement of the need or opportunity
- Product category
- Statement of key benefit – that is, compelling reason to buy
- Primary alternative
- Statement of primary differentiation

Includes 5 or fewer of the elements above (4 points)

Includes 3 or fewer of the elements above (3 points)

Is missing or includes none of the element above (0 points)

Notes on the Positioning Statement:

[I might better understand the subject company better if...]

2) Personas Brainstorming

5 pts

Includes all of the following (5 points)

- List 1- unordered with at least 5 personas
- List 2- ordered with at least 5 personas (need not contain all from list 1)
- Explanatory notes on what personas and why they're ordered as they are

Includes 2 or fewer of the elements above (4 points)

Includes 1 or fewer of the elements above 3 (3 points)

Is missing or includes none of the elements above (0 points)

Notes on the Personas Brainstorming

[I might better understand your take on personas if ...]

3) Persona Screener

Includes all of the following (5 points):

- A clearly identified persona
- A factual screening question (or two) which would definitively identify (vs. sell) a subject as said persona or not
- A definitive threshold for the response or responses

Includes 2 or fewer of the elements above (4 points)

Includes 1 or fewer of the elements above (3 points)

Is missing or includes none of the elements above (0 points)

Notes on the Screener

[I might better understand how to apply your screener if ...]

4) Problem Scenario, Alternatives, Proposition Trios

Includes all of the following (5 points):

- At least two defined problem scenarios/jobs-to-be-done
- Current Alternatives for all of the above
- Value Propositions for all of the above

Includes 2 or fewer of the elements above (4 points)

Includes 1 or fewer of the elements above (3 points)

Is missing or includes none of the elements above (3 points)

Notes on the Problem Scenario, Alternatives, Proposition Trios

[I might better understand your target PS/JTBD to VP mapping if ...]

5) Epic Story

Includes all of the following (5 points)

- Epic story declared above the table with the child stories
- The story has all three clauses (As a [persona], I want to [do something], so that [realize a reward].)
- The epic describes a functional interaction with the software which is (roughly) at the right level of detail
- The epic (roughly) summarizes the arc of the child stories that follow

Includes three of the above (4 points)

Includes two of the above (3 points)

No material (0 points)

6) Storyboard

Includes all of the following (5 points):

- Describes the related epic story
- Artistry aside, substantially describes the users' thoughts and actions with both words and pictures
- Includes at least three panels

Includes two of the above (4 points)

Includes one of the above (3 points)

No material (0 points)

7) Child Stories

Includes all of the following (5 points):

- There are at least two child stories
- At least two stories that have all three clauses (As a [persona], I want to [do something], so that [I can achieve a certain reward].)
- The 'reward' in the third clause of the stories is testable- you can see how you would put a prototype that implements the story in front of a test subject, ask them to try to do something with it, and then observe if they do it
- The stories detail the epic; their details follow naturally from what's described in the epic and the storyboard

Includes three of the above (4 points)

Includes two of the above (3 points)

No material (0 points)

Notes on the User Stories

[I might better understand the experience(s) you want to provide for the user if ...]