Marking Guide

Artefact		Total Marks	The following will be taken to consideration when awarding marks
Business Canvas		20	• Clarity and Completeness: How well the business model is understood and explained. Includes the identification of key partners, activities, resources, value propositions, customer relationships, channels, customer segments, cost structure, and revenue streams. • Market Analysis and Feasibility: Depth of market analysis, identification of target market segments, and feasibility of the business model. • Innovation and Scalability: Originality of the business idea and scalability potential. • Reliability: Information provided in the canvas is reliable and verifiable. [Be sure to explain how you came up with the facts or assumptions included in your Business Canvas. You can do this in a separate page in the project report and/or by including the explanation in the video]
User Experience Analysis	User Persona	10	• Detail and Relevance: The completeness of the personas, including demographic details, behaviours, needs, and goals, and how well these align with the business model. • Use in Design: How effectively the personas are used to influence the design decisions and customer journey mapping.
	HTA	5	• Comprehensiveness: How well the tasks, subtasks, and their hierarchical relationships are identified and described. • Clarity and Usability: How clearly the HTA is presented and its utility in informing the design process.
Wireframes		7	• Clarity and Detail: The level of detail in the wireframes and clarity in the layout and design elements. • Adherence to Personas and HTA: Alignment of the wireframes with the user personas and hierarchical task analysis. • User Experience (UX): How well the wireframes facilitate a positive and intuitive user experience.
eCommerce Website		30	• Layout: The overall design, aesthetic appeal, and usability of the website layout, effective display of products and/or services including products grouping, displaying additional product info/description etc. • Ingenuity and User Engagement: Originality of the website features, innovative solutions to common e-commerce challenges, and strategies employed to engage users. • Performance: Performance of the website, including navigation ease, responsiveness, and error-free operation. • Functionality: Searching, add to basket, checkout, wish list, pricing and discounts etc. **[All this should be highlighted in the video]**
Creativity and Originality beyond AI		10	• Add a page or feature on your e-commerce application that shows creativity/ingenuity beyond just having a standard e-commerce website. • Maximum max will be allocated if you can convincingly demonstrate that the feature is an outcome of your own effort and not part of the original CMS template/features nor created using AI. • Make sure you explicitly highlight and motivate the feature in your video presentation and in the report.

Video	10	• The video clearly explains rationale behind the business concept and justification for the key assumptions and/or facts included in the business canvas • The video demonstrates the functionality of the e-commerce application/website and all other important features. • The video demonstrates innovative features of the ecommerce including motivation for their originality/creativity/ingenuity • The video is well presented and of a good level of quality (for both audio and video)
Report	8	• The overall project report has a professional outlook. This includes things such as: sections being appropriately named and well organised & integrated, document formatted correctly with proper use of headings, page numbering, table of contents. • Appropriate use and labelling of tables and figures. It's also important that all figures or images used in the document are of high quality and appropriately formatted such that the content is clearly visible • Correct use of language i.e. no grammar and/or spelling mistakes • Referencing should be done appropriately by following the correct referencing standards. • The links to the prototype are clearly visible, easily accessible and work seamlessly.
AI Declaration		• Any use of Artificial Intelligence (AI) must be disclosed/acknowledged and sufficiently described. Omitting AI acknowledgement or providing obscure/insufficient explanation of its usage will be considered as plagiarism. • If you did not use any AI, you are also required to explicitly state/declare so. • Submissions with vague/high-level details on AI use will be penalized. • **Submissions which do not include explicit declaration of AI usage or non-usage will not be marked.**