Criteria	Ratings						Pts
Questions Were they able to handle my questioning? Or did the entire design fall apart when asked simple questions? How much explanation was needed to make the design make sense? A lot, or did it speak for itself?	**12 pts DAT EXTRA** Was not only able to answer all of my questions as well as the student questions, but was clear, concise, and confident about them. Like some sort of psychic, was almost predicting our questions as if they had presented this before.	**10 pts Excellent** Wasn't caught off guard at all. Answered all questions quickly and accurately. Was prepared for everything.	**8 pts Good** Was clearly caught off guard by several questions, but was able to muscle through without looking unprepared. Answered all questions concisely with accuracy. Good and simple explanations.	**6 pts Oof** Everything started to fall apart when the questions came up. Answeres were either too complicated, made no sense, or weren't able to be justified easily.	**3 pts not so great** Different people answered questions with different answers, all contradicting each other. Clearly no order, and the questions revealed that little thought was put into the design choices.	**0 pts No Marks** Broke down and left the room crying	12 pts
Features Did they have to chuck out features because they forgot/couldn't figure out how to use them? Did they add new and exciting features for the user?	**14 pts DAT EXTRA** Good lord, it's as if they've doubled all existing features. How on earth did they add this much and still make it	**12 pts Woah** All required features are present, and they even added in some new ones!	**10 pts Good** All of the required features are present and accounted for.	**8 pts Works** Most of the features are there. Missing one or two, but for the most part it has what is needed.	**6 pts Oops** Left out a chunk of features, or at least one REALLY important one.	**3 pts Pretty bad** Clearly forgot most of the features, barley included what was needed. At all.	**0 pts No Marks** Somehow missed it entirely. Almost none of the features needed were present.	14 pts

Criteria	Ratings						Pts
	look good?!						
Heurisitics Did they justify their design choices with the heuristics? Did they blatantly violate heuristics? Did they ignore heuristics all together?	**12 pts DAT EXTRA** Somehow, against all odds, validated every single heuristic. This is almost impossible with a single product or design.	**10 pts Great!** All designs followed heuristics and there were no major violations	**8 pts Mostly there** Designs followed the heuristics to a decent amount, and any violations were dismissable and minor.	**6 pts Ouch** They nailed some heuristics, but in turn, violated others in massive ways.	**3 pts bad** Looks like they tacked on the heuristics at the end... clearly not a lot of thought was put into it.	**0 pts No Marks** It's as if they intentionally violated as many heuristics as possible... a true atrocity of a design.	12 pts
Mock ups Are the mockups decent? Is it a rough sketch on a piece of paper? Is it a fully rendered 3D model with full functionality? Is it just the basic diagram.io drawings with little to no extra thought? Is it a well-	**12 pts DAT EXTRA** Fantastic mockups. Basically the real thing. For 2D designs, it looks like it would on a finished product.	**10 pts Well done** The mock-ups were well done and professional. All required screens had mock-ups, and they looked professional with no mistakes present. Everything included was included for a reason, and it was easy to read.	**8 pts Acceptable** The mock ups were clearly thought out, but have a few little mistakes and botched screenshot pieces here and there. Needed another look through for sure, but it gets the job done.	**6 pts Good** The mock ups were clearly just screenshots of drafts done in whatever software it was made in the first place. No polished or finished version was rendered, but it still gets the idea across. There were elements clearly not to scale.	**3 pts Rough** The mock up was... rough. Clearly not thought out, done last minute, has many issues and is hard to read.	**0 pts No Marks** No mockups. Just rough descriptions of what it might look like.	12 pts

Criteria	Ratings					Pts
rendered photoshop mockup?						
Reasoning Were they able to provide reasoning for their design choices? Great would be well thought out explanations. Not so great reasoning is more like "We like this color". Terrible reasoning is "Oh right we forgot about that"	**10 pts** **Phenominal** Detailed thought put into all features, well thought out explanations and able to justify all major design decisions without any issues whatsoever.	**8 pts** **Well done** All choices are thought out and justified. Anything that seemed to be without choice was minor and irrelevant.	**6 pts** **Decent** Able to justify most things, all major designs have reasoning behind them. However there are several choices that they weren't able to find a reason for outside of 'we thought it looked nice'.	**3 pts** **nope** Pretty bad. It's clear there was thought of what would look good, but unable to justify it outside of 'well I mean it just works better like this'	**0 pts** **No Marks** Everything is 'just cause'. No rhyme or reason to any of it aside from the fact that it apparently looked cool in the design stage.	10 pts
Presentation material Does the presentation slides or whatever is used look well made? Is it a bunch of miserable screenshots with the selection tools still	**12 pts** **DAT EXTRA** This is even better than something I would expect to see in a professional setting. Did you have to hire a marketing agency to	**10 pts** **Woo** The presentation was clearly customized to match the product/design. Very well thought out. The presentation itself highlights the heuristics. Amazing.	**8 pts** **Excellent** No obvious mistakes. No weird spacing issues. Mockups were visible without issue. Nothing	**6 pts** **good** A standard template that other groups have used, but it worked at least. A few typos and other misspellings, but all very minor.	**3 pts** **bad** It was pretty rough. Clearly the first time they've used the presentation software before. Stuff missing, glitched text, couldn't read various	**0 pts** **No Marks** No presentation materials. Couldn't even write on the whiteboard. Terrible.	12 pts

Criteria	Ratings						Pts
visible? How much effort was put into the pitch of the slides? Were there mistakes all over the place? Do the slides themselves blatantly violate the heuristics?	produce this?!		horrific. Good job.		parts, overall pretty ugly.		
Presentation Was it clearly planned ahead? Did everyone contradict each other? Did the person(s) speaking sound like they knew what they were talking about? Did they decide to just read a mass of text off of the slide to us?	**12 pts** **DAT EXTRA** Full song and dance number with detailed and expertly choreographed insight that truly brings the entire presentation to a new light. Props, costumes, and an entire sales pitch. What on earth are you even doing in a UX class?!	**10 pts** **Nice** Very well done. Confident and charismatic. Everyone presenting had a purpose, even if it wasn't speaking. Clearly good at being in front of people. Spoke with aplomb and got all ideas across fully.	**8 pts** **Good!** It was clear the presenters didn't want to be up there, but they got through it and did it well.	**6 pts** **eh** It was ... ok. Not the best. Not the worst. No major violations, but it was kinda boring.	**3 pts** **yikes** A lot of ambiguity in the presentation. what actual presenting was done was just read off the text on the slides in mass. Hard to hear the speaker and the whole thing was just uncomfortable.	**0 pts** **No Marks** The presentation was physically painful to watch. Not a single person has any business being up in front of people. Someone vomited and it was the worst.	12 pts
Physical preparation			**1 pts** **fine** Went up, couldn't get it running, and had to figure		**0 pts** **Not prepared** When it came time to present, the group had no		2 pts

Criteria	Ratings						Pts
This classroom has an HDMI port, and a mini display port. Everyone should be able to either bring up a laptop without issue to present.	**2 pts** **Prepared** Went up, plugged in, got it done.	something esle out. But they did figure it out in the end.	way to do so. Nothing plugged in and nothing worked.				
The grandma test If I were to put this in front of my grandma, would she be able to figure it out?	**12 pts** **DAT EXTRA** Not only could grandma figure out exactly how to do what's needed on the first try, but she could also probably walk someone through the steps over the phone and get them to succeed as well.	**10 pts** **excellent** She'd be able to almost naturally figure out each and every task on there, without any issue, and wouldn't complain about it in the process	**8 pts** **good** It'd take a little figuring out, but she'd be able to perform all of the tasks.	**6 pts** **good** She'd be able to complete the major tasks, but it'd be rough. She wouldn't have a chance for the minor tasks.	**3 pts** **Not really** She would look at it and go 'nope'. Hardly able to do any tasks, much less the main task required for the design.	**0 pts** **Oh god** No. In fact, it's so complicated she'd just die right there.	12 pts
Buttons and titles Do the titles look like buttons? How	**3 pts** **BAM** No buttons look like titles, and no titles look like buttons. There is no way you	**2 pts** **Fine** Buttons and titles look kinda similar, but it's pretty		**1 pts** **Bad** At least one button and title look similar enough that even I would probably	**0 pts** **Oh no** Several titles look like buttons. Or		3 pts

Criteria	Ratings				Pts
many times am I going to click a title thinking it will do something?	could be confused on that.	obvious which is which.	press it thinking it would do something.	several buttons look like titles.	
Lets talk spicy You got that razzle-dazzle? That spice? Something that really makes yours stand out. Some small personal touch. something that says "We really thought about this"	**4 pts** **Much extra credit** Goodness, so spicy. So unique. So thoughtful. Love it.	**2 pts** **Extra credit** Out of the box solutions are key.	**0 pts** **No Extra credit** That's ok, the best designs are ones that go unnoticed.		4 pts

Total Points: 105