

Evaluation rubric for the Integrative Practice – first delivery

	%	0-33	34-66	67-100
Landing page	1%	Landing page includes less than 30% of requested content. Landing page can not be opened.	Landing page includes between 30% and 60% of the requested content. Landing page displays some errors. Some menu items are not accessible.	Landing page includes more than 60% of the requested content. Has some minor or no errors.
Personas profiles	2%	Two or less <i>personas</i> profiles created. The profiles lack more than 50% of the requested information. Profiles do not show enough team effort. Profiles do not match any possible target user.	Three <i>personas</i> profiles included. Three or four profiles included but with a lack of 30% or more of the requested information on each one. Profiles match vaguely possible target users.	Four profiles included. Profiles have more than 70% of the requested information. Visible connection between the profiles and possible target users. Profiles show a good team effort.
Benchmarking	0.5%	Benchmarking not included or lacking more than 50% of the requested content.	Benchmarking included but with a lack of 30% - 50% of the requested content.	Benchmarking included and complete.
Low level prototype (Assets & Marvel)	2,5%	No low level prototype link included. To few screens to actually see the whole process. Low level prototype lacking more than 50% of the requested content.	Low level prototype included but with lack of 30% - 50% of the requested content. Link to Marvel App provided but no assets on the page. Or assets on the page but no link to marvel app provided.	Low level prototype completed in 70% or more. Link to Marvel App working and complete.