

PART 2 RUBRIC – SKELETON OUTLINE					
Criteria	LEVELS OF ACHIEVEMENT				Feedback
	EXCELLENT	GOOD	DEVELOPING	POOR	
	Score Ranges Per Level (1/2 marks possible)				
GENERAL:	8-10	7-6	5	0-4	
Language use, referencing, and editing of the document	Language usage, referencing, and editing of the document are excellent.	Language usage, referencing, and editing of the document are good.	Language usage, referencing, and editing of the document are satisfactory.	Language usage, referencing, and document editing are poor or completely unsatisfactory.	
Revised:	8-10	5-7	4	0-3	
Description of website functionality	An excellent description that clearly describes the website’s functionality is included.	A good description that adequately describes the website’s functionality is included.	A slightly vague description of the website’s functionality is included.	A very unclear description of the functionality offered by the website, or the description is missing.	
Revised:	8-10	6-7	5	0-4	
Usability goals	An excellent description of how usability goals will be implemented in the website’s design is included and is supported by prototype screenshots.	A good description of how usability goals will be implemented in the website’s design is included and is supported by prototype screenshots.	Some details regarding how usability goals will be implemented in the website’s design are included and supported by prototype screenshots.	The description regarding how usability goals will be implemented in the website’s design is not included or is completely unsatisfactory and/or is not supported by screenshots of the prototype.	
Revised:	8-10	6-7	5	0-4	
Desirable aspects of user experience	An excellent description of how desirable aspects of user experience will be implemented in the website’s design is included and is supported by screenshots of the prototype.	A good description of how desirable aspects of user experience will be implemented in the website’s design is included and is supported by screenshots of the prototype.	Some details regarding how desirable aspects of user experience will be implemented in the website’s design are included and supported by prototype screenshots.	The description regarding how desirable aspects of user experience will be implemented in the website’s design is not included or is completely unsatisfactory and/or not supported by the prototype’s screenshots.	

<b>Revised: Design principles</b>	<b>8-10</b>	<b>6-7</b>	<b>5</b>	<b>0-4</b>	
	An excellent description of how design principles will be implemented in the website's design is included and supported by prototype screenshots.	A good description of how design principles will be implemented in the website's design is included and supported by prototype screenshots.	Some details regarding how design principles will be implemented in the website's design are included and supported by prototype screenshots.	The description regarding how design principles will be implemented in the website's design is not included or is completely unsatisfactory and/or is not supported by screenshots of the prototype.	
<b>Revised: Interaction types</b>	<b>8-10</b>	<b>6-7</b>	<b>5</b>	<b>0-4</b>	
	An excellent description of how interaction types will be implemented in the website's design is included and is supported by prototype screenshots.	A good description of how interaction types will be implemented in the website's design is included and is supported by prototype screenshots.	Some details regarding how interaction types will be implemented in the website's design are included and supported by prototype screenshots.	The description regarding how interaction types will be implemented in the website's design is not included or is completely unsatisfactory and/or is not supported by screenshots of the prototype.	
<b>Revised: Social Interactions</b>	<b>8-10</b>	<b>6-7</b>	<b>5</b>	<b>0-4</b>	
	An excellent description of how social interactions will be implemented in the website's design is included and is supported by prototype screenshots.	A good description of how social interactions will be implemented in the website's design is included and is supported by prototype screenshots.	Some details regarding how social interactions will be implemented in the website's design are included and supported by prototype screenshots.	The description regarding how social interactions will be implemented in the website's design is not included or is completely unsatisfactory and/or is not supported by screenshots of the prototype.	

<b>Revised: Emotional interaction</b>	<b>8-10</b>	<b>6-7</b>	<b>5</b>	<b>0-4</b>	
	An excellent description of how emotional interactions will be implemented in the website's design is included and supported by the prototype's screenshots.	A good description of how emotional interactions will be implemented in the website's design is included and is supported by prototype screenshots.	Some details regarding how emotional interactions will be implemented in the website's design are included and supported by prototype screenshots.	The description regarding how emotional interactions will be implemented in the website's design is not included or is completely unsatisfactory and/or is not supported by screenshots of the prototype.	
<b>Revised: Web Content Accessibility and Guidelines (WCAG) 2.0</b>	<b>8-10</b>	<b>6-7</b>	<b>5</b>	<b>0-4</b>	
	An excellent description of how WCAG will be implemented in the website's design is included and is supported by prototype screenshots.	A good description of how WCAG will be implemented in the website's design is included and is supported by prototype screenshots.	Some details regarding how WCAG will be implemented in the website's design are included and supported by prototype screenshots.	The description regarding how WCAG will be implemented in the website's design is not included or is completely unsatisfactory and/or is not supported by screenshots of the prototype.	
<b>Prototype</b>	<b>8-10</b>	<b>6-7</b>	<b>5</b>	<b>0-4</b>	
	An excellent prototype representing the functionality of the system has been developed.	A good prototype representing the functionality of the system has been developed.	An average to below-average prototype representing the system's functionality has been developed.	No, or a completely unsatisfactory prototype has been developed.	
<b>PART 2 TOTAL</b>					<b>/100</b>