

| POE 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 usage, 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: Description of website functionality            | 5  | 3-4  | 1-2  | 0   |          |
|  | 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: Usability goals                                 | 5  | 3-4  | 1-2  | 0   |          |
|  | 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: Desirable aspects of user experience            | 5  | 3-4  | 1-2  | 0   |          |
|  | 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. |          |

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|-------------------------------------|--|--|---|--|--|
| <b>Revised: Design principles</b>   | <b>5</b>   | <b>3-4</b>   | <b>1-2</b>  | <b>0</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>5</b>   | <b>3-4</b>   | <b>1-2</b>  | <b>0</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>5</b>   | <b>3-4</b>   | <b>1-2</b>  | <b>0</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. |  |

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|---|--|---|--|---|--|
| <b>Revised: Emotional interaction</b>                               | <b>5</b>   | <b>3-4</b>  | <b>1-2</b>   | <b>0</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>5</b>   | <b>3-4</b>  | <b>1-2</b>   | <b>0</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>Revised: Prototype</b>   | <b>5</b>   | <b>3-4</b>  | <b>1-2</b>   | <b>0</b>  |  |
|   | An excellent prototype representing the functionality of the system.   | A good prototype representing the functionality of the system.  | An average to below-average prototype representing the functionality of the system.  | A completely unsatisfactory prototype.  |  |
| <b>Prototype: Usability goals</b>                                   | <b>5</b>   | <b>3-4</b>  | <b>1-2</b>   | <b>0</b>  |  |
|   | An excellent implementation of usability goals is demonstrated in the prototype.   | A good implementation of usability goals is demonstrated in the prototype.  | An average to below-average implementation of usability goals is demonstrated in the prototype.  | A completely unsatisfactory implementation of usability goals is demonstrated in the prototype.   |  |

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|--|---|---|--|--|--|
| <b>Prototype: Desirable aspects of user experience</b> | <b>5</b>  | <b>3-4</b>  | <b>1-2</b>   | <b>0</b>   |  |
|  | An excellent implementation of desirable aspects of user experience is demonstrated in the prototype. | A good implementation of usability desirable aspects of user experience is demonstrated in the prototype. | An average to below-average implementation of desirable aspects of user experience is demonstrated in the prototype. | A completely unsatisfactory implementation of desirable aspects of user experience is demonstrated in the prototype. |  |
| <b>Prototype: Design principles</b>                    | <b>5</b>  | <b>3-4</b>  | <b>1-2</b>   | <b>0</b>   |  |
|  | An excellent implementation of design principles is demonstrated in the prototype.                    | A good implementation of design principles is demonstrated in the prototype.                              | An average to below-average implementation of design principles is demonstrated in the prototype.                    | A completely unsatisfactory implementation of design principles is demonstrated in the prototype.                    |  |
| <b>Prototype: Interaction types</b>                    | <b>5</b>  | <b>3-4</b>  | <b>1-2</b>   | <b>0</b>   |  |
|  | An excellent implementation of interaction types is demonstrated in the prototype.                    | A good implementation of interaction types is demonstrated in the prototype.                              | An average to below-average implementation of interaction types is demonstrated in the prototype.                    | A completely unsatisfactory implementation of interaction types is demonstrated in the prototype.                    |  |
| <b>Prototype: Social interactions</b>                  | <b>5</b>  | <b>3-4</b>  | <b>1-2</b>   | <b>0</b>   |  |
|  | An excellent implementation of social interactions is demonstrated in the prototype.                  | A good implementation of social interactions is demonstrated in the prototype.                            | An average to below-average implementation of social interactions is demonstrated in the prototype.                  | A completely unsatisfactory implementation of social interactions is demonstrated in the prototype.                  |  |
| <b>Prototype: Emotional interaction</b>                | <b>5</b>  | <b>3-4</b>  | <b>1-2</b>   | <b>0</b>   |  |
|  | An excellent implementation of emotional interactions is demonstrated in the prototype.               | A good implementation of emotional interactions is demonstrated in the prototype.                         | An average to below-average implementation of emotional interactions is demonstrated in the prototype.               | A completely unsatisfactory implementation of emotional interactions is demonstrated in the prototype.               |  |

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|---|---|---|---|--|-------------|
| <b>Prototype: Web Content Accessibility and Guidelines (WCAG) 2.0</b> | <b>5</b>  | <b>3-4</b>  | <b>1-2</b>  | <b>0</b>   |             |
|   | An excellent implementation of WCAG is demonstrated in the prototype.   | A good implementation of WCAG is demonstrated in the prototype.   | An average to below-average implementation of WCAG is demonstrated in the prototype.  | A completely unsatisfactory implementation of WCAG is demonstrated in the prototype.   |             |
| <b>Prototype: Usability</b>   | <b>8-10</b>   | <b>5-7</b>  | <b>2-4</b>  | <b>0-1</b>   |             |
|   | An excellent prototype was developed that demonstrates the ability to implement computer interfaces that are useable and useful for users of ICT. | A good prototype was developed that demonstrates the ability to implement computer interfaces that are useable and useful for users of ICT. | A satisfactory prototype was developed that demonstrates the ability to implement computer interfaces that are useable and useful for users of ICT. | An unsatisfactory prototype was developed that demonstrates the ability to implement computer interfaces that are useable and useful for users of ICT. |             |
| <b>POE TOTAL</b>  |   |   |   |  | <b>/100</b> |