

POE RUBRIC – SKELETON OUTLINE					
Criteria	LEVELS OF ACHIEVEMENT				Feedback
	EXCELLENT	GOOD	DEVELOPING	POOR	
	Score Ranges Per Level (1/2 marks possible)				
GENERAL: Language usage, referencing, and editing of the document	8-10	7-6	5	0-4	
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.		

Revised: Design principles	5	3-4	1-2	0	
	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.	
Revised: Interaction types	5	3-4	1-2	0	
	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.	
Revised: Social Interactions	5	3-4	1-2	0	
	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.	

Revised: Emotional interaction	5	3-4	1-2	0	
	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.	
Revised: Web Content Accessibility and Guidelines (WCAG) 2.0	5	3-4	1-2	0	
	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.	
Revised: Prototype	5	3-4	1-2	0	
	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.	
Prototype: Usability goals	5	3-4	1-2	0	
	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.	

Prototype: Desirable aspects of user experience	5	3-4	1-2	0	
	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.	
Prototype: Design principles	5	3-4	1-2	0	
	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.	
Prototype: Interaction types	5	3-4	1-2	0	
	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.	
Prototype: Social interactions	5	3-4	1-2	0	
	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.	
Prototype: Emotional interaction	5	3-4	1-2	0	
	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.	

Prototype: Web Content Accessibility and Guidelines (WCAG) 2.0	5	3-4	1-2	0	
	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.	
Prototype: Usability	8-10	5-7	2-4	0-1	
	An excellent prototype was developed that demonstrates the ability to implement computer interfaces that are useable and useful for users of ICT.				
POE TOTAL	/100				