

# PROJECT SCORING RUBRIC



Please use this scoring system to judge the creative Jam projects. It works just like a grading system would for a class project. If you have any questions, contact your Jam manager or email [jams@adobe.com](mailto:jams@adobe.com)

|                                   | DOES THE SOLUTION ADDRESS A TARGET AUDIENCE & THEIR NEEDS?   | DOES THE PROTOTYPE SOLVE THE PROBLEM IN AN INNOVATIVE WAY?  | IS THE USER EXPERIENCE AND INTERFACE INTUITIVE?  | IS VISUAL DESIGN USED IN A THOUGHTFUL AND MEANINGFUL WAY?  |
|-----------------------------------|--|---|--|--|
| <b>BEST</b><br>SCORE<br>21-25     | A clear understanding of an appropriate target audience and their needs. It is designed with navigation, visuals, and language to communicate clearly to a specific persona and their needs. | Relevant, creative, and clearly addresses the problem. Concept is innovative, powerful, thoughtful, and straightforward.                  | Intuitive and easily used without guidance. Call-to-action elements are obvious, and the flow is instinctual. There is a clear path to complete tasks or reach a goal. | Visuals form a consistent, clear, systemized design that speaks to target audience, appropriate to the solution. Form follows function with a strong and meaningful system of grids, typography, color, and design principles. Supplemental assets or UI kits may complement the design. |
| <b>GREAT</b><br>SCORE<br>14-20    | A limited understanding of a target audience. The prototype addresses an audience but may not address their needs fully.   | Practical and is relevant to the problem, but not creative. Concept is strong and is helpful to the user, but meets typical expectations. | Mostly intuitive, guidance is needed on interactions. Flow meets expectations but does not exceed user needs. User is able to reach the goal and complete the task.    | Visuals form a clear system of grids, typography, color, and design principles, but may not speak to the target audience or be used meaningfully to the solution. Supplemental assets or UI kits may complement the design.  |
| <b>GOOD</b><br>SCORE<br>7-13      | Addresses problems and needs, but appropriate to a specific target audience.   | Adequate. Concept is not clear, relevant, or does not demonstrate sufficient improvement to typical resolutions.                          | Demonstrates some effort to use and to move through. Flow needs improvement and the user can complete a task, but with difficulty and with more time.                  | Visuals do not form a clear system of grids, typography, color, and design principles, but some design principles are applied. Supplemental assets or UI kits do not complement the design.  |
| <b>NEEDS WORK</b><br>SCORE<br>0-6 | Does not address a specific target audience.   | Not relevant, nor creative, and does not solve the problem.   | Does not demonstrate effort and is unintuitive. User is not able to complete the task. High risk of abandonment.   | Visuals lack all design principles. Supplemental assets or UI kits are absent.   |