

## RUBRIC

Two personas were created, with each persona representing a different group of users.

- ☐ 0 pts  
No personas created
- ☐ 1 pt  
One persona was created
- ☐ 2 pts  
Two personas were created

Persona one has:

- an image to represent the persona.
- personal and demographic information (age, education, etc.).
- a relevant quote to communicate the persona's attitude and personality.
- a list of goals the persona wants to complete.
- a list of frustrations for issues they encounter or try to avoid.
- a brief scenario that conveys the persona's user journey with goals, frustrations, and other relevant context.

- ☐ 0 pts  
The persona has zero of the six items
- ☐ 1 pt  
The persona has one of the six items
- ☐ 2 pts  
The persona has two of the six items
- ☐ 3 pts  
The persona has three of the six items
- ☐ 4 pts  
The persona has four of the six items
- ☐ 5 pts  
The persona has five of the six items
- ☐ 6 pts  
The persona has all six items

Persona two has:

- an image to represent the persona.
- personal and demographic information (age, education, etc.).
- a relevant quote to communicate the persona's attitude and personality.
- a list of goals the persona wants to complete.
- a list of frustrations for issues they encounter or try to avoid.
- a brief scenario that conveys the persona's user journey with goals, frustrations, and other relevant context.

- ☐ 0 pts  
The persona has zero of the six items
- ☐ 1 pt  
The persona has one of the six items

- ☐ 2 pts  
The persona has two of the six items
- ☐ 3 pts  
The persona has three of the six items
- ☐ 4 pts  
The persona has four of the six items
- ☐ 5 pts  
The persona has five of the six items
- ☐ 6 pts  
The persona has all six items

There are key differences between the two personas to demonstrate that they represent different groups of users.

- ☐ 0 pts  
No
- ☐ 1 pt  
Yes