

## RUBRIC

Relevant actions along this user's journey are defined.

- ☐ 0 pts  
No
- ☐ 1 pt  
Yes

2-3 tasks were captured for each action.

- ☐ 0 pts  
No tasks were captured for each action
- ☐ 1 pt  
1 task was captured for each action
- ☐ 3 pts  
2-3 tasks were captured for each action

At least one feeling was identified per action.

- ☐ 0 pts  
No feelings were identified per action.
- ☐ 2 pts  
At least one feeling was identified for all actions.

Opportunities were identified for at least 3 steps of the user journey.

- ☐ 0 pts  
No
- ☐ 1 pt  
Yes

This user journey map considers accessibility and seeks to reduce the impact of designer bias.

- ☐ 0 pts  
No
- ☐ 1 pt  
Yes