

## RUBRIC

Description of the product and project duration is clearly stated

- ☐ 0 pts  
No
- ☐ 1 pt  
Yes

The problem and goal for the project are shared

- ☐ 0 pts  
No
- ☐ 1 pt  
Yes

Role is defined and responsibilities throughout the project are listed

- ☐ 0 pts  
No
- ☐ 1 pt  
Yes

User research is summarized and specific user pain points are clearly stated

- ☐ 0 pts  
User research and pain points are not stated
- ☐ 1 pt  
Only one of either user research or pain points is stated
- ☐ 2 pts  
Both user research and user pain points are stated

A persona is shared

- ☐ 0 pts  
No
- ☐ 1 pt  
Yes

Problem statement is clear and incorporates specific user pain points

- ☐ 0 pts  
No
- ☐ 1 pt  
Yes

User journey map focuses on the persona's journey and lists clear tasks, feeling adjectives, and improvement opportunities

- ☐ 0 pts  
No
- ☐ 1 pt  
Yes

At least one series of paper wireframes is included, which should demonstrate five different versions of the same screen and one image of the new, refined version of the screen.

- ☐ 0 pts  
No
- ☐ 1 pt  
Yes

At least one example of a digital wireframe, with explanations of how specific elements address user needs

- ☐ 0 pts  
No
- ☐ 1 pt  
Yes

Low-fidelity prototype link is included

- ☐ 0 pts  
No
- ☐ 1 pt  
Yes

Usability findings are shared in detail

- ☐ 0 pts  
No
- ☐ 1 pt  
Yes

Before and after images of at least one mockup screen that clearly shows iterations are shared

- ☐ 0 pts  
No
- ☐ 1 pt  
Yes

High-fidelity prototype link is included

- ☐ 0 pts  
No

☐ 1 pt  
Yes

Description for how the design accounts for accessibility is included

☐ 0 pts  
No

☐ 1 pt  
Yes

Takeaways and next steps are clearly described

☐ 0 pts  
No

☐ 1 pt  
Yes

If you have any comments about what the learner did particularly well or could improve, please share them here.