

## RUBRIC

Created an affinity diagram based on their findings?


- ☐ 0 pts  
No
- ☐ 1 pt  
Yes

## PROMPT

Upload a PDF of your completed Insight Identification Template that includes the themes you identified as well as at least three actionable insights.

Before submitting check that you can answer yes to the following questions related to your submission:

- Did you include at least three actionable insights?
- Are each of your insights grounded in real data?
- Do each of your insights answer the research questions?
- Are each of your insights easy to understand?
- Do each of your insights Increase empathy for the user experience?
- Do each of your insights inspire direct action?

[insight2.pdf](#) 

## RUBRIC

Included at least three actionable insights?

- ☐ 0 pts  
No
- ☐ 1 pt  
Yes

Each of the insights is grounded in real data.

- ☐ 0 pts  
No
- ☐ 1 pt  
Yes

Each of the insights answers the research questions.

- ☐ 0 pts  
No
- ☐ 1 pt  
Yes

Each of the insights is easy to understand.

- ☐ 0 pts  
No
- ☐ 1 pt  
Yes

Each of the insights increases empathy for the user experience.

- ☐ 0 pts  
No
- ☐ 1 pt  
Yes

Each of the insights Inspires direct action.

- ☐ 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.

//

#### PROMPT

Upload a PDF of your completed Prioritized Insight Template that includes at least three prioritized insights ranked from P0 to P2. This will help a reviewer identify changes that you made in your prototype.

Before submitting check that you can answer yes to the following question related to your submission:

- Did you identify and prioritize at least three actionable insights?

Prioritized.pdf 

## RUBRIC

Learner Identified and prioritized at least three actionable insights.

- ☐ 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.


//

## PROMPT

Submit a link to your updated low-fidelity prototype.

Before submitting check that you can answer yes to the following question related to your submission:

- Did you make at least 2 changes to your prototype based on insights you identified in step 2?

<https://www.figma.com/proto/zseEEwc0fzxFCnak8livKd/Cour?type=design&node-id=45-1533&t=ETFHJPekR7FukyOj-1&scaling=contain&page-id=0%3A1&starting-point-node-id=45%3A2719&show-proto-sidebar=1&mode=design>

## RUBRIC

Learner made at least 2 changes to their prototype based on insights they identified in step 2.

- ☐ 0 pts  
No low-fidelity prototype
- ☐ 1 pt  
At least 1 change made to low-fidelity prototype based on insights
- ☐ 2 pts  
At least 2 changes made to low-fidelity prototype based on insights

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

//

