Instructor/TA: _____ Comp #: _____ Start time: _____ Ques. time: _____ End time: _____

ENSC 405W Grading Rubric for Final Presentation and Demonstration

Category	Criteria	Details	Mark
Presentation (30 marks)	Title Slide Introduction Background	• Presentation provides a title slide and possibly an advertising slogan • Outlines the context and includes any necessary background for the project • Clearly describes the problem the project is solving. May include interviews	
	Technical Case	• Provides a high-level description of the proposed solution • Outlines main functions and project modules • Summaries materials; consideration of standards and cradle-to-cradle design • Details any changes in scope, design and functionality of PoC prototype	15
	Business Case Costs Competitors	• Outlines the business case (market, price, costs, financing, etc.) • Summarizes competitors and competitive advantages • Describes ideal customer and considerations for ideal customer. (i.e., human factors, ergonomics, behaviors, etc.)	5
	Schedule & brief plan for 440	• Introduces plans for further work in ENSC 440. Outlines schedule (both actual-to-date and estimated for the future).	
	Team and Self-Reflection	• Introduces team members and key roles • What has your team learned so far and will you make any changes to your development process in ENSC 440?	
	Slide Layout & Organization & Quality of video	• Slides formatted in a manner that is easily readable and includes details such as page numbers • Slides have been carefully proofread for spelling and grammatical issues • Presentation is well organized and follows a logical structure. • Video is of reasonable quality and is innovative and informative.	10
Demonstration (60 marks)	Testable and Tested	• Each item on the PoC Test Plan is either testable and tested, or adequate justification has been given for why it is not able to be tested at this point. • Prototype(s) tested in variety of settings (perhaps very controlled)	20
	Concept proven	Demonstration shows that: • Concept has been proven • Product's basic functionality has been validated • Potential failures are being "flushed out"	15
	Appearance modelled	• Conveys the look and feel of the product • Proves that the user interface makes sense.	5
	Technical Design Exploration Research	• Solution(s) provided seem(s) reasonable and appropriate given alternatives • Exploration of design space is apparent • From inception of idea to proposed solution(s), design choices are well justified and based on engineering principles	10
	Feedback considered	• Any feedback from Progress Review meetings and elsewhere has been considered	10
Q and A (10 marks)	Questions	• Answers questions about low-level technical details • Team invites questions, provides clear answers and avoids defensiveness	
	Team Participation	• All team members participated in demonstration equitably. • All members are knowledgeable about product and can answer questions.	10

Version of March 2021 by Craig Scratchley and Shervin Jannesar

Excellent: 100–90%, Well Done: 90–70%, Acceptable: 70–40%, Fail: <40%