

Project Rubrics

Topic	Criteria	Weightage	Meets Expectations	Does Not Meet Expectations
Understanding the Market	Target Market	5%	The target market for the product has been correctly identified using a guesstimate approach	The target market for the product has not been identified properly or has been identified using an incorrect approach.
	Porter's Five Forces Analysis	5%	Porter's Five forces analysis of the food-tech industry has been done by providing at least three relevant points for each of the forces and a valid summary description for key findings.	Porter's Five forces analysis of the food-tech industry has not been done properly, less than three relevant points for each of the forces have been mentioned, and an invalid summary description for key findings has not been provided.
	Competitor Analysis	10%	Competitor analysis has been done for two direct competitors DC1 and DC2 on the parameters mentioned in the problem statement, plus adding any other relevant parameters	Competitor analysis has not been done properly for two direct competitors DC1 and DC2 on the parameters mentioned in the problem statement, also the values mentioned are incorrect
User Research	Objective and Hypothesis	15% (combined for all elements of User Research)	Objectives and hypotheses are clearly stated. Hypotheses are in line with the objectives. Two user research methods have been used.	Objectives and hypotheses are not clearly stated. Hypotheses do not align with the objectives. Two user research methods have not been used.

	Interviews		An interview questionnaire has been created with well-framed questions to test the hypothesis and the documents submitted as per the guidelines.	The interview questionnaire has irrelevant questions and does not align with the hypothesis. All the required documents have not been submitted
			At least 10 user interviews have been conducted using the questionnaire and the interview data has been collected.	Less than 10 user interviews have been conducted using the questionnaire, and the interview data has not been collected properly.
			The collected data has been analysed and actionable insights have been drawn out. The analysis is mapped onto the validation of the hypothesis of the survey.	The collected data has not been analysed and actionable insights have not been drawn out. The analysis is not mapped onto the validation of the hypothesis of the survey.
	Surveys		A questionnaire has been created with relevant questions to validate the hypothesis using one of the tools mentioned in the problem statement.	The survey questionnaire has irrelevant questions and does not align with the hypothesis.
			At least 30 users have been surveyed, and the file containing responses have been submitted as per the guidelines.	Less than 30 users have been surveyed, and the file containing the responses have not been submitted as per the guidelines.

			The collected data has been analysed and actionable insights have been drawn out. The analysis is mapped onto the validation of the hypothesis of the survey.	The collected data has not been analysed and actionable insights have not been drawn out. The analysis is not mapped onto the validation of the hypothesis of the survey.
			Insights are backed with data and represented using pie charts, bar charts, etc.	Insights have not been backed with data and not been represented using pie charts, bar charts, etc.
Business Model Canvas (BMC)	Analysis	5%	All your findings have been summarised with a brief valid description and key takeaways from your BMC.	All your findings have not been summarised with a valid description and key takeaways from your BMC.
	Presentation	5%	At least three relevant points have been provided for each element in the BMC and have been correctly placed in different boxes provided in the final template. The final document has been submitted as per the guidelines provided in the problem statement.	Less than three relevant points have been provided for each element in the BMC, or they have not been correctly placed in different boxes provided in the final template. The final document has not been submitted as per the guidelines provided in the problem statement.
Product Artefacts (Persona, User Journey Map)	User persona	5%	One user persona related to the core group of your target market has been created using UXPressia and submitted as per the guidelines provided in the problem statement.	One user persona related to the core group of your target market has not been created using UXPressia or has not been submitted as per the guidelines provided in the problem statement.

	User Journey Map	10%	A user journey map has been created for the persona chosen using relevant elements in UXPressia and submitted as per the guidelines provided in the problem statement.	A user journey map has not been created for the persona chosen using relevant elements in UXPressia, or it has not been submitted as per the guidelines provided in the problem statement.
MVP Creation	List of Features	5%	All the appropriate features/functionalities for the product are mentioned. And these features are based on the insights derived from user research.	All the appropriate features/functionalities required for the product are not mentioned in the list of features. And the mentioned functionalities are not based on the insights derived from user research.
	Categorisation	5%	The listed features/functionalities have been correctly categorised into ' Must have ' features with rationale provided and ' Nice to have ' features been added.	The listed features/functionalities have not been correctly categorised into ' Must have ' features (or rationale provided incorrectly) and ' Nice to have ' features.
Sketching	List of Features	5%	All the appropriate features/functionalities for the product are mentioned which will be detailed out in sketch	All the appropriate features/functionalities for the product are not mentioned for the sketch
	Sketch	5%	A sketch for each of the features/functionalities mentioned is submitted. And the sketch for each page has a brief description of the screen/page.	A sketch for each of the features/functionalities mentioned is not submitted and the submitted sketches do not have a description of the screen/page shown.
Wireframing and Prototyping	Wireframes	10%	Wireframes for all the features/functionalities mentioned in the sketching part have been provided.	Wireframes for some of the features/functionalities mentioned in the sketching part have not been provided.

	Navigational Flow	5%	The navigational flow of the wireframes of the different pages of the app is user friendly and intuitive.	The navigational flow of the wireframes of the different pages/screens of the app has not been provided.
	Prototyping	5%	The prototype links all the pages as per the navigational flow, and the interactions used are intuitive.	A prototype linking all the pages as per the navigational flow has not been provided.

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