**Rubrics -Presentation**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Low | Medium | Good | Excellent |
| Effective use of time | No presentation (0%) | Does not finish on time or finishes well before allotted time. Important information left out.  (7%) | Finishes on time without rushing or cutting information.  (8%) | Time allocated effectively. Finishes on time.  (10%) |
| Contents | No presentation  (0%) | Missing 2 or more of the requirements  (30%) | Missing one of the requirements  (40%) | Demonstrate of the requirements (i.e. three attacks, Monitoring, Countermeasures , ...)(50%) |
| Presentation skills | No presentation  (0%) | Too quiet to be heard by many in audience or excessively loud. Monotonic, no variation in pitch or volume. Too fast or too slow or with long pauses to collect thoughts. Difficult to understand words. Pronunciation: Mumbles and mispronounces terms.(15%) | Is loud enough for all in audience to hear. Some variation in pitch and volume. Neither too fast nor too slow; easy to understand. Pronunciation: Articulates clearly. Audience can understand without effort.  (17%) | Uses variation in pitch and volume to maintain audience attention and to emphasize points. Clear and engaging, neither too fast nor too slow, easy to understand, and maintains interest. Clear, precise, and correct Pronunciation.  (20%) |
| Use visualization | No presentation  (0%) | Not present / does not add value / is not integrated well  (7%) | Reason for use is clear and its contribution is worth time to introduce it.  (8%) | Adds significant value and is used seamlessly.  (10%) |
| Pace | No presentation  (0%) | Too fast or too slow or with long pauses to collect thoughts. Difficult to understand words.  (7%) | Neither too fast nor too slow; easy to understand.  (8%) | Clear and engaging, neither too fast nor too slow, easy to understand, and maintains interest.  (10%) |

**Rubrics – project or assignment /activity/lab Report**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Low | Medium | Good | Excellent |
| Formatting | Missing three of the format's components  (0%) | Missing Two of the format's components  (7%) | Missing one of the format's components  (8%) | Have all details for format which was mentioned  (10%) |
| Contents | No step or screen shot  (0%) | Screen shots without any explanation  (40%) | missing some screenshots and some of the explanation  (50%) | All steps with screen shots and explanations (with time stamp)  (60%) |
| References | No reference  (0%) | Two references  (7%) | Three references  (8%) | More than three references  (10%) |
| Table of contents | No table of contents  (0%) | Missing few parts in table of contents  (7%) | Table of contents is not linked to the page  (8%) | Complete table of contents + when you click on it, it should direct you to the page  (10%) |
| Use visualization | No presentation  (0%) | Not present / does not add value / is not integrated well  (7%) | Reason for use is clear and its contribution is worth time to introduce it.  (8%) | Adds significant value and is used seamlessly.  (10%) |

1.

Define: Clearly articulate the problem or challenge you are trying to solve.

In simpler words: Make sure you understand what problem you're trying to solve.

Suppose you work for an automobile company, and there are problems with driving experience of the car. The initial problem statement could be defined as "How can we enhance the driving experience for our customers?"

**Defining the problem helps you establish a clear focus and direction for your design efforts.**

**Assumption: The driving experience is solely about the performance and handling of the car.**

**Reframe: Consider all aspects that contribute to the driving experience, including comfort, convenience, safety, and connectivity.**

By reframing the problem, you expand your understanding of what constitutes a great driving experience beyond just the mechanics of the car.

BY reframing we got to know that adding advanced driver-assistance systems (ADAS) for increased safety, improving the user interface for seamless control, and incorporating features like voice command for added convenience.

2

To ideate, gather a diverse team of individuals, including designers, engineers, and customer representatives. Conduct brainstorming sessions where everyone can freely share ideas without judgment.

And to generate as many ideas as possible and doesn’t matter if the ideas are unconventional or far- fetched.

Implement augmented reality (AR) windshields to display real-time navigation information and road hazards.

Introduce adaptive suspension systems that adjust to road conditions for a smoother ride.

The purpose of ideation is to encourage thinking outside the box and explore a wide range of possibilities. Remember, during this phase, the focus is on generating a large quantity of ideas rather than worrying about their feasibility or viability.

3.

Let's say one of the ideas generated during the ideation phase was to implement augmented reality (AR) windshields to display real-time navigation information and road hazards.

This prototype doesn't need to have all the complex functionalities of the final product but should give users a sense of its concept and potential benefits.

Based on the feedback received, iterate on the prototype by making necessary adjustments and improvements. This iterative process allows you to refine your ideas and address any pain points or shortcomings identified during testing.

4.

In this phase, we call users to user to test our product that we finalize in the previous step.

During this test, we observe their interactions and gather their feedback on various aspects such as usability, functionality, and overall satisfaction.

And then ask for their valuable feedback.

How easy was it to use the product,

Was the product informative enough.

Was the product responsive and intuitive?

Using this data and insights, do further analysis identify the are where enhancements are needed.

Repeating this process again and again to reach at the final project.

5.

To implement the solution, you would work with cross-functional teams such as engineers, designers, and production specialists to bring the refined design to life.

During implementation, it's crucial to maintain effective communication and collaboration among the various teams involved to ensure that the design solution is executed according to the intended specifications.

6.