TEAM PRODUCT _____

Criteria	Excellent (90–100%)	Proficient (80–89%)	Developing (70–79%)	Needs Improvement (<70%)
Clarity and Organization	Communicates clearly, logically, and professionally; transitions smoothly; presentation is well-structured and purposeful	Mostly clear and logical; minor lapses in structure or flow	Somewhat disorganized or unclear; weak transitions; hard to follow at times	Poorly structured; lacks clarity; difficult to understand or follow
Design Process and Decision-Making (Sprint 01 focus)	Clearly articulates and analyzes all five design sprint stages; provides compelling rationale for decisions	Explains most design sprint steps with relevant rationale	Describes some sprint steps; limited insight into decisions	Fails to convey sprint process or rationale behind decisions
Product Development Progress (Sprints 02–06 focus)	Effectively demonstrates and evaluates product evolution; presents tangible progress and thoughtful iteration	Presents new features and improvements; shows understanding of iteration	Outlines features with minimal reflection or improvement	Lacks clear iteration; little to no progress evident
User Feedback and Testing	Thoughtfully interprets and integrates user feedback; demonstrates a user-centered mindset	Summarizes feedback and shows some integration into product	Mentions user input but with limited application or depth	No clear evidence of user feedback or its impact
Individual Contribution (Final & Showcase)	Explains individual contributions with clarity and depth; demonstrates ownership and reflection	Identifies individual work with some reflection	Vaguely acknowledges contribution; lacks detail or insight	Contribution is unclear or absent
Prototype/ Demo Quality	Product is functional, well-designed, and compelling; effectively demonstrates key features	Product is mostly functional; presentation shows key components	Prototype/demo works partially; lacks polish or clarity	Demo is missing, broken, or incoherent
Audience Engagement and Professionalism	Engages audience, articulates ideas confidently; appropriate visuals and delivery for both peers and professionals	Speaks clearly; uses visuals effectively; some audience engagement	Low energy or limited visuals; inconsistent engagement	Monotone delivery, distracting visuals, or disengaged presentation
Commitment & Preparedness	Team consistently demonstrates preparation; all materials submitted (e.g., Commitment Cards), active participation	Mostly prepared; minor gaps in submission or participation	Some signs of unpreparedness; incomplete materials or limited involvement	Lacks preparation; multiple missing elements or poor participation