

Personas, Problem Scenarios, and Propositions

Assignment Rubric

Elements	Criteria	Score
Defines Project Area (Positioning Statement)	<ul style="list-style-type: none"> ○ Describes the area of interest and the perceived issues to address ○ Includes all 7 clauses from the positioning statement 	5
	<ul style="list-style-type: none"> ○ Describes either the area of interest or the perceived issues to address ○ Includes at least 5 clauses from the positioning statement 	4
	<ul style="list-style-type: none"> ○ Does not describe the area of interest or the perceived issues to address ○ Includes fewer than 5 clauses from the positioning statement 	3
Brainstorms personas	Brainstorms 5 or more different personas related to the area of interest and includes name and title (Bob the Baker)	5
	Brainstorms 3-5 different personas related to the area of interest and includes name and title (Bob the Baker)	4
	Brainstorms fewer than 3 personas related to the area of interest	3
Names persona and includes a photo	Names the persona following the [Name] the [Job title or role] formula and includes a candid, anonymous Creative Commons photo	5
	Names the persona but does not follow the [Name] the [Job title or role] formula; includes a candid, anonymous Creative Commons photo	4
	Does not name the persona or does not include a candid, anonymous Creative Commons photo	3
Describes persona	Vividly describes the persona's motivation, personality, focal areas they think about, relationships, interests, how they learn/hear things in the project area of interest	5

	Vividly describes at least 3 aspects of the persona (motivation, personality, focal areas they think about, relationships, interests, how they learn/hear things)	4
	Describes 1-2 aspects of the persona (motivation, personality, focal areas they think about, relationships, interests, how they learn/hear things)	3
Written feedback	I could better picture this persona if you described ...	NA
Describes thinks, sees, feels, does	Identifies and describes what the persona thinks, sees, feels, and does in the area of interest	5
	Identifies and describes 3 of the above	4
	Identifies and describes 2 or fewer of the above	3
Written feedback	I could make a Google AdWord ad to pitch to this persona, if I knew [THIS] about what they Think, See, Feel, or Do ...	NA
Develops problem scenario and alternatives	Describes at least 3 specific problems and alternatives	5
	Describes 2 specific problems and alternatives	4
	Describes 1 or no specific problems and alternatives	3
Written feedback	I could understand this problem and what alternatives they use better if...	NA
Proposes value propositions	Presents at least 3 value propositions that explain the assumptions about why and how the value proposition will be better than alternatives	5
	Presents 2 value propositions that explain the assumptions about why and how the value proposition will be better than alternatives	4
	Presents 1 or no value proposition to explain the assumptions about why and how the value proposition will be better than alternatives	3