Class: T28					Lecturer:
TEAM 4		**Innovation Made Possible** **Assessment 2 - *IMPress!* - Empathise, Define, Ideate (Weightage 35%)** **Oct 2021** **Marksheet & Rubrics**			**Gabriel Yong**

		Individual	Group			
Student ID	**Student Name**	**User Empathy (15%)**	**Opportunity Spotting (10%)**	**Quality of Ideas (10%)**	**TOTAL (35%)**	**Comments for Individual (User Empathy):**
10203987G	LEE YANG JUN				B+	Insightful and detailed documentation of pain points and smile points. Good evidence of research (e.g. images and interview notes) to back up observations.
10222894G	LEE YU YEE, DOMINIC				B+	Insightful and detailed documentation of pain points and smile points. Good evidence of research (e.g. images and interview notes) to back up observations.
10224441J	NEU YOU SHENG				B+	Good documentation of pain points and smile points with some insightful details. Fairly good evidence of research (e.g. images, and interview notes) to back up observations.
10222337A	PALANIAPPAN SHANTHAL				B+	Insightful and detailed documentation of pain points and smile points. Good evidence of research (e.g. images and interview notes) to back up observations.

Overall Group Performance (compulsory):

Opportunity Spotting
Adequate levels of analysis and categorization of pp/sp pts** and opportunity statements. Connection made between pp/sp pts adequate including opportunity statements. Selected opportunity statement addresses a problem that has a moderate impact on users. Selected statement is fairly well-balanced. The opportunity is fairly well-defined and may lend itself to a few possible solutions.

Quality of Ideas
Chosen solution is quite desirable, useful and valuable. It extensively addresses the defined problem. The solution is feasible and practical to implement. Chosen solution is explained well, with sketches or illustrations of prototypes. Good levels of elaboration and explanation of the features and functions. Chosen solution is unique and innovative.

YOU CAN DO IT!

IS/IMP/ASST1_Marksheet_Rubrics/AY2021/Sem2

	A	B	C	D	F
EMPATHISE **User Empathy*** **(Individual, 15 marks)** ****pain points/smile points**	**15 – 12** ● Very insightful and detailed documentation of pain points and smile points. ● Strong evidence of primary research (e.g. images, interview notes, audio recordings) and secondary research (e.g. articles) to back up observations.	**11.5 – 10.5** ● Good documentation of pain points and smile points with some insightful detail. ● Fairly good evidence of research (e.g. images, interview notes, audio recordings) to back up observations.	**10 – 9** ● Fair documentation of pain points and smile points; could provide more detail in elaboration. ● Some evidence of research (e.g. images, interview notes, audio recordings) to back up observations.	**8.5 – 7.5** ● Very superficial observations in documentation of pain points and smile points. ● Little evidence of research (e.g. images, interview notes, audio recordings) to back up observations.	**<=7** ● Little or no effort shown in documentation of pain points and smile points. Observations may be illogical or inaccurate. ● No evidence of research (e.g. images, interview notes, audio recordings)
	*up to 3 individual marks may be deducted if a student choses the same user perspective as one or more of his/her group members.				
DEFINE **Opportunity Spotting** **(Group, 10 marks)** ****pain points/smile points**	**10– 8** ● Excellent analysis and categorization of pp/sp pts** and opportunity statements. ● Strong connection made between pp/sp pts** and opportunity statements. ● Selected opportunity statement addresses a real and significant problem that has a high impact on users. ● Selected opportunity statement is very well-balanced. The opportunity is well-defined and clearly lends itself to a wide range of possible solutions	**7.5 – 7** ● Good analysis and categorization of pp/sp pts** and opportunity statements ● Good connection made between pp/sp pts** and opportunity statements. ● Selected opportunity statement addresses a problem that has a moderately high impact on users. ● Selected statement is fairly well-balanced. The opportunity is fairly well-defined and may lend itself to a few possible solutions.	**6.5 – 6** ● Fair analysis and categorization of pp/sp pts** and opportunity statements ● Fair connection made between pp/sp pts** and opportunity statements. ● Selected opportunity statement addresses a problem that has a fair impact on users. ● Selected opportunity statement may be slightly skewed in focus. The opportunity may be hazily defined or there may be a limit on the number of possible solutions.	**5.5 – 5** ● Mediocre analysis and categorization of pp/sp pts** and opportunity statements ● Weak connection made between pp/sp pts** and opportunity statements. ● Selected opportunity statement addresses a problem that has a low impact on users. ● Selected opportunity statement is clearly too broad or too narrow. It is unclear what problem is being addressed or the opportunity statement only points to a single solution.	**<=4.5** ● No analysis and categorization of pp/sp pts** and opportunity statements ● Unable to come up with any meaningful opportunity statement. ● No connection made between pp/sp pts** and opportunity statements. ● No opportunity statement was selected.
IDEATE **Quality of Ideas (Value Proposition & Creativity*)** **(Group, 10 marks)**	**10 – 8** ● Chosen solution is highly desirable, useful and valuable. It fully addresses the defined problem. ● It is highly feasible and practical to implement. ● Chosen solution is clearly explained, sketched or illustrated with images or prototypes. Excellent elaboration and explanation of the features and functions. ● Chosen solution is new, unique and surprising.	**7.5 – 7** ● Chosen solution is fairly desirable, useful and valuable. It addresses the defined problem to a large extent. ● It is fairly feasible and practical to implement. ● Chosen solution is quite clearly elaborated, illustrated and explained in terms of features and functions. There are however some very minor information gaps. ● Chosen solution is fairly interesting although not entirely original. There may be some new features or thoughtful adaptions made.	**6.5 – 6** ● Chosen solution is somewhat desirable, useful and valuable. It partially addresses the defined problem. ● It is unclear if the solution is feasible and practical to implement. ● Some information provided for the features of the chosen solution, but not sufficient to aid understanding. ● Chosen solution predictably draws from existing ideas. Some modifications and adaptations were made.	**5.5 – 5** ● It is doubtful if the chosen solution is desirable, useful or valuable. It hardly addresses the defined problem. ● Low feasibility. There will be major challenges in implementation. ● Names or informs about the features of chosen solution, but severely lacking in explanation/ elaboration. ● Chosen solution is boring and lacks imagination. It is a very basic adaptation of an idea or solution that already exists.	**<=4.5** ● Chosen solution is not at all desirable, useful or valuable. It is irrelevant to the defined problem. ● Solution would clearly not work in the real world. It is difficult or near impossible to implement. ● There is little or no information/ explanation given on the chosen solution. ● Solution is an exact copy of what already exists. No effort was made to adapt it to the chosen context.
	*Marks will be capped at 6.5 if group does not propose at least 3 varied ideas. Only the chosen solution needs to be fully elaborated.				

YOU CAN DO IT!