

CS 522—Mobile Systems and Applications
Assignment Six--User Experience—Rubric

User Experience Design: This should consist of the three following deliverables:

1. ☐ 40% At least one persona description.
 - a. 15%: Description
 - b. 10%: Photograph of the persona (not yourself or a celebrity)
 - c. 3 x 5%: Description of their goals (at least two goals for each of the cognitive goal categories discussed). Zero points for a goal that is not appropriate for its category.
2. ☐ 40% A context scenario based on that persona. The context scenario must highlight contact points with the app you are proposing.
3. ☐ 5% Appendix on process
4. ☐ 5% Completed rubric.
5. ☐ 10% Professional aesthetic (e.g., as though you were making a product pitch).

Total: