

Rubric | Co-Op Innovation Group Project

	Does not meet expectations	Approaching expectations	Meets expectations	Exceeds expectations
Definition of the End User	End user is not defined	End user is defined, but you as a reviewer, does not understand who they are, their needs, and what they are interested in	End user is defined and you, as the reviewer, have a general understanding of who they are, their needs, and what they are interested in	End user is clearly defined and you, as the reviewer, has deep understanding of who they are, their needs, and what they are interested in
Benefits of Product	Did not understand the benefits of Lutron / Ketra products and could not make a case as to why the end user should choose the solution	Displayed an understanding for the benefits of Lutron / Ketra, but were unable to tie the benefits to customer needs or make a case as to why the end user should choose the solution	Displayed a general understanding for the benefits of Lutron / Ketra and were able to tie some benefits to the customer's needs and make a case as to why the end user should choose the solution	Displayed a deep understanding for the benefits of Lutron / Ketra and were able to tie specific benefits to the customer's needs and make a compelling case as to why the end user should choose the solution
Why Lutron?	Leaves with no understanding that Lutron / Ketra is the manufacturer of the solution	Leaves understanding that Lutron / Ketra is the manufacturer of the solution	Leaves with the understanding that Lutron / Ketra is the manufacturer of the solution but could be easily swayed to choose a different brand	Leaves with the understanding that Lutron / Ketra is the manufacturer of the solution, and is convinced that Lutron is the only brand for a commercial solution
Teamwork	Clearly demonstrated an uneven distribution of work and a negative group dynamic was visible to the reviewers	Did not consider the skills of each group member and displayed an uneven distribution of work amongst team members	Showcased that they considered the skills of each group member and displayed a somewhat uneven distribution of work amongst team members	Clearly showcased that they maximized the skills of each group member, displayed an even distribution of work amongst team members, and a positive group dynamic was visible to the reviewers
Creativity	Approach to problem lacked creativity, did no research on the proposed solution, and medium for presentation was not effective	Approach to problem lacked creativity, did little research on the proposed solution, and used somewhat effective medium(s) for their presentation	Had a creative approach to attacking the problem, researched some facets of the proposed solution, and used effective medium(s) for their presentation	Had a creative approach to attacking the problem, clearly researched most facets of the proposed solution, used effective medium(s) for their presentation, and wow'd the reviewers
Ability to Answer Questions	Did not anticipate customer objections and were not able to overcome any objections	Did not anticipate customer objections, but were able to overcome some objections with clear and thoughtful responses	Anticipated some customer objections and were able to overcome some objections with clear and thoughtful responses	Anticipated customer objections and were able to overcome most objections with clear and thoughtful responses