



### Rubric: For Prototyping and Evaluation

Criteria	Excellent (4)	Good (3)	Satisfactory (2)	Needs Improvement (1)
<b>User Involvement in Prototyping Process</b>	Users are actively involved at all stages of prototyping (ideation, testing, iteration); feedback is continuously gathered and applied.	Users are involved in multiple stages of the process; some feedback is implemented.	Limited user involvement; feedback is collected but not consistently applied.	Minimal to no user involvement; feedback is missing or ignored.
<b>Prototype Usability</b>	Prototype is intuitive, easy to use, and demonstrates clear consideration of user needs.	Prototype is mostly usable with minor usability issues.	Prototype shows usability concerns and causes user confusion.	Prototype is difficult to use or not functional for user interaction.
<b>Evaluation &amp; Testing Methods</b>	Uses a variety of user-centered evaluation methods (e.g., usability testing, A/B testing, interviews); results are well-documented and analyzed.	Uses at least one testing method with adequate documentation and basic analysis of results.	Limited testing conducted with minimal documentation.	No evaluation methods used, or results are unclear or missing.

<b>Integration of Feedback</b>	Prototype significantly improves through multiple iterations based on user feedback and evaluation results.	Some improvements are made based on feedback.	Minimal iteration; limited changes from original prototype.	No changes made in response to feedback.
<b>Communication &amp; Interaction Design</b>	Interaction design is engaging, clear, and supports strong communication with the user.	Interaction design is functional with minor communication issues.	Interaction design is inconsistent; user communication is occasionally unclear.	Poor interaction design; fails to support user communication.
<b>Reflection on Human Interaction Impact</b>	Deep, thoughtful reflection on how user interaction influenced design and outcomes; connects insights to design principles.	Some reflection on user interaction and design choices.	Basic reflection without clear link to design impact.	No meaningful reflection on user interaction or design process.

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