



Republic of the Philippines
SULTAN KUDARAT STATE UNIVERSITY
College of Computer Studies
Isulan Campus



Rubric: For Prototyping and Evaluation

| Criteria | Excellent (4) | Good (3) | Satisfactory (2) | Needs Improvement (1) |
|--|--|---|---|---|
| User Involvement in Prototyping Process | 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. |
| Prototype Usability | 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. |
| Evaluation & Testing Methods | 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. |

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| Integration of Feedback | 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. |
| Communication & Interaction Design | 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. |
| Reflection on Human Interaction Impact | 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. |

Prepared by:

CECILIA E. GENER
Faculty

Reviewed by:

CECILIA E. GENER
BSCS, Program Chairman

Approved by:

BENEDICT A. RABUT, DIT
Dean, College of Computer