

Rubric: B1 - Usability Testing & Landing Page			Web Interface & Usability		
<b>Bare Minimum Requirements</b>					
These requirements must be satisfied before any points are awarded. Failing to meet these requirements will result in a zero (0) grade.					
1. A single .txt file containing the URL to the student's project landing page, accessible via the gh-pages branch of their GitHub.com account					
Category	% of Total	Excellent	Good	Fair	Poor
Landing Page		100	75	30	0
Requirements	70	1. Landing page contains a title, image, and descriptive paragraph of the project (see B2) 2. Landing page uses VALID HTML5 and CSS3 learned from DWS1 3. Landing page has been styled to create a unique look and feel for this project (required from previous DWS1 students only)	All but 1 of the page requirements were presented	All but 2 of the page requirements were presented	MORE THAN TWO of the page requirements were NOT presented
Usability		100	75	30	0
Usability Testing	30	1. Student created an account with NavFlow to create and share usability tests 2. Students acquired 25 Karma Points by taking usability tests of other designers 3. Student created and shared one "form control" usability test, and corresponding test results, via a landing page (campus students only)			MISSING ONE of the required usability test items
Your Professionalism score is calculated based on the completeness of all (A) self-assessment quizzes					

Rubric: B2 - Usable Signup Form - Mobile			Web Interface & Usability		
Bare Minimum Requirements					
These requirements must be satisfied before any points are awarded. Failing to meet these requirements will result in a zero (0) grade.					
1. A folder containing a series of .jpg images, each with annotations and the correct naming convention (as defined by instructors)					
2. A single .txt file containing the URL to the student's project landing page, accessible via the gh-pages branch of their GitHub.com account					
CATEGORY	% OF TOTAL	EXCELLENT	GOOD	FAIR	POOR
FUNCTION		100	75	30	0
Interactivity	25	* Textual links represent more content / Buttons represent available actions The following were presented using the correct affordance/ signifier: 1. Input Fields 2. Drop Down Menus 3. Radio Buttons 4. Checkboxes 5. "Become a Worsurf Nomad" 6. Agree to Terms 7. Primary/Secondary actions	All but 1 of the required interactivity concepts were presented	All but 2 of the required interactivity concepts were presented	MORE THAN TWO of the required interactivity concepts were presented
Requirements	25	1. Form (16 total inputs) – first name, last name, email, address, city, state, country, zip, phone number, gender, age, destination countries of interest (choose from a list), agree to terms, become a worldsurf nomad, username, password, submit affordance/signifier		All but 1 of the page requirements were presented	MORE THAN ONE of the page requirements were NOT presented
USABILITY		100	75	30	0
Design Patterns	25	1. Streamlined Branding 2. Titled sections 3. Vertical Stack 4. Good Defaults 5. Right / Left Alignment 6. Wizard with Sequence Map 7. Input Prompts 8. Dropdown Chooser 9. Structured Formatting 10. Responsive Disclosure 11. Prominent Done Buttons 12. Same Page Error Messages	All but 1 of the required design patterns were presented	All but 2 of the required design patterns were presented	MORE THAN TWO of the required design patterns were presented
Usability Testing	25	1. A series of interfaces were linked together to create a usability test using NavFlow 2. "HotSpots" create acceptable areas of each interface for users to navigate 3. Task oriented questions were presented to users in the usability test(s) 4. The usability test was shared to test participants (via Facebook or Twitter) 5. The usability test and test results are linked from the student's project landing page			MISSING ONE of the required usability test items
Your Professionalism score is calculated based on the completeness of all (A) self-assessment quizzes					

Rubric: B3 - Usable Details Page - Mobile			Web Interface & Usability		
Bare Minimum Requirements					
These requirements must be satisfied before any points are awarded. Failing to meet these requirements will result in a zero (0) grade.					
1. A folder containing a series of .jpg images, each with annotations and the correct naming convention (as defined by instructors)					
2. A single .txt file containing the URL to the student's project landing page, accessible via the gh-pages branch of their GitHub.com account					
CATEGORY	% OF TOTAL	EXCELLENT	GOOD	FAIR	POOR
FUNCTION		100	75	30	0
Interactivity	20	* Textual links represent more content / Buttons represent available actions The following were presented using the correct affordance/ signifier: 1. Photo Gallery (previous and next controls) 2. Bookmark Capability (add this destination to a viewable list of bookmarks) 3. Selecting/viewing a "Tip & Trick" from a viewable user list 4. Progress indicator when waiting for a webcam to stream after requested	All but 1 of the required interactivity concepts were presented	All but 2 of the required interactivity concepts were presented	MORE THAN TWO of the required interactivity concepts were presented
Requirements	20	1. Destination Details (description, photo, wave type, bottom type, best season, best tide, best swell direction, best board type, crowd, ability level, current wave height, current wind speed, current tide schedule, current air/h2O temps) 2. Bookmark this destination (affordance/signifier) 3. Destination webcam ("view only") 4. Tips &Tricks (what to bring, getting here, eating, sleeping, nearby usefals) 5. Destination Gallery of user supplied photos		All but 1 of the page requirements were presented	MORE THAN ONE of the page requirements were NOT presented
FORM		100	75	30	0
Gestalt Principles Visual Hierarchy Visual Flow	20	Gestalt Principles: 1. Proximity - related elements are in close proximity to each other 2. Similarity - elements with the same purpose are designed the same 3. Continuity - alignment of page elements and groupings are consistent 4. Closure - adequate whitespace around grouped elements facilitates scanning  Visual Hierarchy & Visual Flow: 5. Titles and page copy are differentiated using varied font sizes 6. San Serif font is used consistently to support readability and usability 7. Screen reflects the intended activity in the workflow. 8. UI elements and content are intuitive, sized appropriately to reflect screen intent.	All but 1 of the required visual hierarchy concepts were presented	All but 2 of the required visual hierarchy concepts were presented	MORE THAN TWO of the required visual hierarchy concepts were presented
USABILITY		100	75	30	0
Design Patterns	20	1. Escape hatch (back) 2. Titled sections 3. Vertical Stack 4. Film Strip (gallery) 5. Touch Tools (gallery) 6. Thumbnail and Text List (destinations details) 7. Generous Borders 8. Progress Indicator (webcam) 9. Streamlined Branding 10. List Inlay or Module Tabs (Tips & Tricks) 11. News Stream (Tips & Tricks) 12. Infinite List (Tips & Tricks)	All but 1 of the required design patterns were presented	All but 2 of the required design patterns were presented	MORE THAN TWO of the required design patterns were presented
Usability Testing	20	1. A series of interfaces were linked together to create a usability test using NavFlow 2. "HotSpots" create acceptable areas of each interface for users to navigate 3. Task oriented questions were presented to users in the usability test(s) 4. The usability test was shared to test participants (via Facebook or Twitter) 5. The usability test and test results are linked from the student's project landing page			MISSING ONE of the required usability test items
Your Professionalism score is calculated based on the completeness of all (A) self-assessment quizzes					

Rubric: B4 - Usable Homepage & Categories Pages - Mobile			Web Interface & Usability		
Bare Minimum Requirements					
These requirements must be satisfied before any points are awarded. Failing to meet these requirements will result in a zero (0) grade.					
1. A folder containing a series of .jpg images, each with annotations and the correct naming convention (as defined by instructors)					
2. A single .txt file containing the URL to the student's project landing page, accessible via the gh-pages branch of their GitHub.com account					
CATEGORY	% OF TOTAL	EXCELLENT	GOOD	FAIR	POOR
FUNCTION		100	75	30	0
Interactivity	20	* Textual links represent more content / Buttons represent available actions The following were presented using the correct affordance/ signifier: 1. Log in form input fields with labels 2. Log in form submit 3. Featured Destination "View Details" signifier 4. "Sign-up" signifier	All but 1 of the required interactivity concepts were presented	All but 2 of the required interactivity concepts were presented	MORE THAN TWO of the required interactivity concepts were presented
Requirements	20	1. Brand and Value Proposition 2. "Members" log in form - username, password, remember me, submit signifier 3. Become a member - list of benefits, sign-up signifier 4. Featured destination - photo, title, description, "Details" signifier 5. Browse - three "clear entry points" to site sections 6. Search - search component with intuitive signifier to search 7. Categories Drill Down - selecting a destination from a series of hierarchal list views		All but 1 of the page requirements were presented	MORE THAN ONE of the page requirements were NOT presented
FORM		100	75	30	0
Gestalt Principles Visual Hierarchy Visual Flow	20	Gestalt Principles: 1. Proximity - related elements are in close proximity to each other 2. Similarity - elements with the same purpose are designed the same 3. Continuity - alignment of page elements and groupings are consistent 4. Closure - adequate whitespace around grouped elements facilitates scanning  Visual Hierarchy & Visual Flow: 5. Titles and page copy are differentiated using varied font sizes 6. San Serif font is used consistently to support readability and usability 7. Screen reflects the intended activity in the workflow. 8. UI elements and content are intuitive, sized appropriately to reflect screen intent.	All but 1 of the required visual hierarchy concepts were presented	All but 2 of the required visual hierarchy concepts were presented	MORE THAN TWO of the required visual hierarchy concepts were presented
USABILITY		100	75	30	0
Design Patterns	20	1. Feature, Search, Browse 2. Escape hatch 3. Titled sections 4. Vertical Stack 5. Prominent "done" buttons 6. Clear Entry Points 7. Infinite List or List Inlay 8. One-Window Drill Down	All but 1 of the required design patterns were presented	All but 2 of the required design patterns were presented	MORE THAN TWO of the required design patterns were presented
Usability Testing	20	1. A series of interfaces were linked together to create a usability test using NavFlow 2. "HotSpots" create acceptable areas of each interface for users to navigate 3. Task oriented questions were presented to users in the usability test(s) 4. The usability test was shared to test participants (via Facebook or Twitter) 5. The usability test and test results are linked from the student's project landing page			MISSING ONE of the required usability test items
Your Professionalism score is calculated based on the completeness of all (A) self-assessment quizzes					

You	Rubric: B5 - Usable Details Page - Desktop			Web Interface & Usability		
Bare Minimum Requirements						
These requirements must be satisfied before any points are awarded. Failing to meet these requirements will result in a zero (0) grade.						
1. A folder containing a series of .jpg images, each with annotations and the correct naming convention (as defined by instructors)						
2. A single .txt file containing the URL to the student's project landing page, accessible via the gh-pages branch of their GitHub.com account						
CATEGORY	% OF TOTAL	EXCELLENT	GOOD	FAIR	POOR	
FUNCTION		100	75	30	0	
Interactivity	20	* Textual links represent more content / Buttons represent available actions The following were presented using the correct affordance/ signifier: 1. Photo Gallery (previous and next controls) 2. Bookmark Capability (add this destination to a viewable list of bookmarks) 3. Selecting/viewing a "Tip & Trick" from a viewable user list 4. Progress indicator when waiting for a webcam to stream after requested	All but 1 of the required interactivity concepts were presented	All but 2 of the required interactivity concepts were presented	MORE THAN TWO of the required interactivity concepts were presented	
Requirements	20	1. A way for users to Drill Down to a specific destination (Map or Lists View) 2. Destination Details (description, photo, wave type, bottom type, best season, best tide, best swell direction, best board type, crowd, ability level, current wave height, current wind speed, current tide schedule, current air/h2O temps) 3. Bookmark this destination (affordance/signifier) 4. Destination webcam ("view only") 5. Tips &Tricks (what to bring, getting here, eating, sleeping, nearby usefult) 6. Destination Gallery of user supplied photos		All but 1 of the page requirements were presented	MORE THAN ONE of the page requirements were NOT presented	
FORM		100	75	30	0	
Gestalt Principles Visual Hierarchy Visual Flow	20	Gestalt Principles: 1. Proximity - related elements are in close proximity to each other 2. Similarity - elements with the same purpose are designed the same 3. Continuity - alignment of page elements and groupings are consistent 4. Closure - adequate whitespace around grouped elements facilitates scanning  Visual Hierarchy & Visual Flow: 5. Titles and page copy are differentiated using varied font sizes 6. San Serif font is used consistently to support readability and usability 7. Screen reflects the intended activity in the workflow. 8. UI elements and content are intuitive, sized appropriately to reflect screen intent.	All but 1 of the required visual hierarchy concepts were presented	All but 2 of the required visual hierarchy concepts were presented	MORE THAN TWO of the required visual hierarchy concepts were presented	
USABILITY		100	75	30	0	
Design Patterns	20	1. Escape hatch (back) 2. Titled sections 3. Breadcrumbs (displays destination hierarchy- country, region, destination) 4. Pagination (gallery) 5. Hover Tools (gallery) 6. Progress Indicator (webcam) 7. Module Tabs (Tips & Tricks) 8. News Stream (Tips & Tricks)	All but 1 of the required design patterns were presented	All but 2 of the required design patterns were presented	MORE THAN TWO of the required design patterns were presented	
Usability Testing	20	1. A series of interfaces were linked together to create a usability test using NavFlow 2. "HotSpots" create acceptable areas of each interface for users to navigate 3. Task oriented questions were presented to users in the usability test(s) 4. The usability test was shared to test participants (via Facebook or Twitter) 5. The usability test and test results are linked from the student's project landing page			MISSING ONE of the required usability test items	
Your Professionalism score is calculated based on the completeness of all (A) self-assessment quizzes						

<b>Rubric: B6 - Usable Homepage with Categories - Desktop</b>				<b>Web Interface &amp; Usability</b>			
<b>Bare Minimum Requirements</b> <i>These requirements must be satisfied before any points are awarded. Failing to meet these requirements will result in a zero (0) grade.</i> <b>1. A folder containing a series of .jpg images, each with annotations and the correct naming convention (as defined by instructors)</b> <b>2. A single .txt file containing the URL to the student's project landing page, accessible via the gh-pages branch of their GitHub.com account</b>							
Category	% of Total	Excellent	Good	Fair	Poor		
Function		100	75	30	0		
Interactivity	20	Textual links represent more content 1. Buttons represent available actions The following were presented using the correct affordance: signifier: 1. Log in form input fields with labels 2. Log in form submit 3. Featured Destination "View Details" signifier 4. "Sign-up" signifier	All but 1 of the required interactivity concepts were presented	All but 2 of the required interactivity concepts were presented	MORE THAN TWO of the required interactivity concepts were presented		
Requirements	20	1. Brand and Value Proposition 2. "Members" log in form - username, password, remember me, submit signifier 3. Become a member - list of benefits, sign-up signifier 4. Featured destination - photo, title, description, "View Details" signifier 5. Browse - at least 3 "clear entry points" to site categories (bookmarks, destinations) 6. Search - search component with intuitive signifier to search		All but 1 of the page requirements were presented	MORE THAN ONE of the page requirements were NOT presented		
Form		100	75	30	0		
Gestalt Principles Visual Hierarchy Visual Flow	20	Gestalt Principles: 1. Proximity - related elements are in close proximity to each other 2. Similarity - elements with the same purpose are designed the same 3. Continuity - alignment of page elements and groupings are consistent 4. Closure - adequate whitespace around grouped elements facilitates scanning Visual Hierarchy & Visual Flow: 5. Titles and page copy are differentiated using varied font sizes 6. San Serif font is used consistently to support readability and usability 7. Screen reflects the intended activity in the workflow. 8. UI elements and content are intuitive, sized appropriately to reflect screen intent.	All but 1 of the required visual hierarchy concepts were presented	All but 2 of the required visual hierarchy concepts were presented	MORE THAN TWO of the required visual hierarchy concepts were presented		
Usability		100	75	30	0		
Design Patterns	20	1. Feature, Search, Browse 2. Escape hatch 3. Titled sections 4. Prominent "done" buttons 5. Clear Entry Points 6. Grid of Equals 7. Center Stage 8. Dynamic Queries (one way to find destinations using categories) 9. Overview + Detail (another way to find destinations using a map) 10. Datatips (indicating destinations on a map) 11. Global Navigation	All but 1 of the required design patterns were presented	All but 2 of the required design patterns were presented	MORE THAN TWO of the required design patterns were presented		
Usability Testing	20	1. A series of interfaces were linked together to create a usability test using NavFlow 2. "HotSpots" create acceptable areas of each interface for users to navigate 3. Task oriented questions were presented to users in the usability test(s) 4. The usability test was shared to test participants (via Facebook or Twitter) 5. The usability test and test results are linked from the student's project landing page			MISSING ONE of the required usability test items		
Your Professionalism score is calculated based on the completeness of all (A) self-assessment quizzes							

Rubric: B7 - Mobile Iterations			Web Interface & Usability		
Bare Minimum Requirements					
These requirements must be satisfied before any points are awarded. Failing to meet these requirements will result in a zero (0) grade.					
1. A folder containing a series of .jpg images, each with annotations and the correct naming convention (as defined by instructors)					
2. A single .txt file containing the URL to the student's project landing page, accessible via the gh-pages branch of their GitHub.com account					
CATEGORY	% OF TOTAL	EXCELLENT	GOOD	FAIR	POOR
FUNCTION		100	75	30	0
Interactivity	20	* Textual links represent more content / Buttons represent available actions The following were presented using the correct affordance/ signifier: 1. All interfaces have been iterated to provide appropriate affordances and constraints to steer users towards completing the intended goals (user and business goals) 2. All interfaces have been iterated to improve the feedback necessary to inform users		All but 1 of the required interactivity concepts were presented	MORE THAN ONE of the required interactivity concepts were presented
Requirements	20	1. All interfaces have been iterated to incorporate required content 2. All interfaces have been iterated to reduce or omit "nice-to-have" features that detract from the primary intent of each screen		All but 1 of the page requirements were presented	MORE THAN ONE of the page requirements were NOT presented
FORM		100	75	30	0
Gestalt Principles Visual Hierarchy Visual Flow	20	Gestalt Principles All interfaces have been iterated to support a better UX using Gestalt Principles: 1. Proximity, Similarity, Continuity, Closure  Visual Hierarchy 1. All interfaces have been iterated to support an effective visual hierarchy for users of small screen devices using appropriately sized text, graphics and controls (affordances)  Visual Flow 1. All interfaces have been iterated to support an effective visual flow for users of small screen devices using appropriate design patterns including "vertical stack" and "thumbnail and text list"		All but 1 of the required visual hierarchy concepts were presented	MORE THAN ONE of the required visual hierarchy concepts were presented
USABILITY		100	75	30	0
Design Patterns	20	1. The interfaces have been iterated to incorporate "all" applicable design patterns, to create a usable and intuitive experience 2. The design patterns chosen aid with user's ability to accomplish the intended goals	All but 1 of the required design patterns were presented	All but 2 of the required design patterns were presented	MORE THAN TWO of the required design patterns were presented
Usability Testing	20	1. All submitted interfaces were previously usability tested using NavFlow 2. The usability tests and test results are linked from the student's project landing page			MISSING ONE of the required usability test items
Your Professionalism score is calculated based on the completeness of all (A) self-assessment quizzes					

Rubric: B8 - Desktop Iterations			Web Interface & Usability		
Bare Minimum Requirements					
These requirements must be satisfied before any points are awarded. Failing to meet these requirements will result in a zero (0) grade.					
1. A folder containing a series of .jpg images, each with annotations and the correct naming convention (as defined by instructors)					
2. A single .txt file containing the URL to the student's project landing page, accessible via the gh-pages branch of their GitHub.com account					
CATEGORY	% OF TOTAL	EXCELLENT	GOOD	FAIR	POOR
FUNCTION		100	75	30	0
Interactivity	20	* Textual links represent more content / Buttons represent available actions The following were presented using the correct affordance/ signifier: 1. All interfaces have been iterated to provide appropriate affordances and constraints to steer users towards completing the intended goals (user and business goals) 2. All interfaces have been iterated to improve the feedback necessary to inform users		All but 1 of the required interactivity concepts were presented	MORE THAN ONE of the required interactivity concepts were presented
Requirements	20	1. All interfaces have been iterated to incorporate required content 2. All interfaces have been iterated to support "nice-to-have" features as tertiary content		All but 1 of the page requirements were presented	MORE THAN ONE of the page requirements were NOT presented
FORM		100	75	30	0
Gestalt Principles Visual Hierarchy Visual Flow	20	Gestalt Principles All interfaces have been iterated to support a better UX using Gestalt Principles: 1. Proximity, Similarity, Continuity, Closure  Visual Hierarchy 1. All interfaces have been iterated to support an effective visual hierarchy for users of desktop devices using appropriately sized text, graphics and controls (affordances)  Visual Flow 1. All interfaces have been iterated to support an effective visual flow for users of desktop devices using appropriate design patterns. Examples are "grid of equals", "dynamic queries", "breadcrumbs", "global navigation"		All but 1 of the required visual hierarchy concepts were presented	MORE THAN ONE of the required visual hierarchy concepts were presented
USABILITY		100	75	30	0
Design Patterns	20	1. The interfaces have been iterated to incorporate "all" applicable design patterns, to create a usable and intuitive experience 2. The design patterns chosen aid with user's ability to accomplish the intended goals	All but 1 of the required design patterns were presented	All but 2 of the required design patterns were presented	MORE THAN TWO of the required design patterns were presented
Usability Testing	20	1. All submitted interfaces were previously usability tested using NavFlow 2. The usability tests and test results are linked from the student's project landing page			MISSING ONE of the required usability test items
Your Professionalism score is calculated based on the completeness of all (A) self-assessment quizzes					