

	Highly Effective	Somewhat Effective	Usable, but with Some Trouble	Ineffective
Audience	Instructions make it clear who should and should not use these instructions and how the instructions will meet audience's needs.	Instructions include some acknowledgement of who the audience is and their needs for using these instructions.	Audience is not clear, and instructions seem very general and vague.	No attention to directing instructions to a specific audience.
Purpose	Purpose of instructions is very clear and audience knows what they will be able to do after reading the document. Includes an introduction and table of contents.	Purpose is somewhat clear, but not outlined well for the audience. May include a weak introduction and incomplete table of contents.	Purpose is not clear at all. Document just starts with instructions and no purpose clarification.	No attention to purpose of document.
Use of Images	Well-labeled pictures accompany the instructions. The images make the instructions clear and easy to follow.	Well-labeled pictures accompany the instructions.	Some pictures are included with the instructions, but they are not clear, well-labeled, or connected to the text.	No pictures are included in the instructions. The document includes text only.
Visual Design	Instructions are very well organized into major sections with clear labels and a table of contents.	Instructions are well-organized into major sections that are labeled.	Instructions are organized into sections.	Instructions are poorly organized or have no clear organization at all.
Completeness	Instructions include all necessary information and pictures, including any contact information for help and troubleshooting.	Instructions include information needed to complete the task.	Instructions may be missing some steps or the steps are not clear.	Instructions are incomplete and offer no help for the user.