

DMIT 1529 - Prototyping Project [25%]

Deliverables

Personas & User stories
Sitemap flowchart
Re-organized Content
Digital wireframes (three different widths per page)

Marking Guide

| Personas & User Stories | | | Grade |
|------------------------------------|---|--|-------|
| Personas | Two complete, relatable, and unique personas were created for focused decision making. | | 3 |
| User Stories | A minimum of relatable six user stories were created following the required template. | | 3 |
| Scope of Features | A list of website features or needs has been created based upon the above personas and user stories. | | 1 |
| | | | |
| Information Architecture | | | |
| Content Organization | Content has been reorganized into relatable groupings and given labels (headings). This can be done in a WordDoc. | | 3 |
| Sitemap Flowchart | Sitemap takes into account all the information that will be included on the website and visually demonstrates the flow between pages. | | 3 |
| Navigation | The website's final navigation matches the sitemap page titles | | 1 |
| | | | |

| | | | |
|----------------------------|--|--|----|
| Digital Wireframing | | | |
| Responsive Design | Each page has a small (phone), narrow (tablet), and medium (desktop) wireframe that clearly communicates the function and user interactivity. Each wireframe's layout suits that screen width. Appropriate amounts of detail have been included in the wireframes. | | 10 |
| Low-fidelity Focus | Digital wireframes contain all the content required for the website, but without color, graphics, or body text. Headings clearly communicate what the content is. | | 3 |
| Navigation | The display and functionality of navigation in the mobile versions is demonstrated in the wireframes. Navigation is designed for best mobile and desktop practices. | | 5 |
| | | | |
| | | | |
| Total | | | 32 |

5 Mark Rubric

| Marks | Criteria |
|-------|--|
| 5 | Task was completed with the highest of proficiency adhering to best practices and followed subject matter guidelines all tasks were completed to a professional standard |
| 4 | Task was completed with some minor mistakes. Well above average work, shows good understanding of the task and high degree of competence |
| 3 | Satisfactory work. Some features missing or incorrectly implemented. Shows a moderate level of understanding in the task with room for improvement |
| 2 | Below average work. Task was poorly completed. Shows understanding of the task and the requirements to implement but implementation was poorly executed |
| 1 | Some of the task was completed. Showed a lack of understanding in the subject matter and very poorly executed |
| 0 | Not completed |

3 Mark Rubric

| Marks | Criteria |
|-------|---|
| 3 | Proficient. Shows a high degree of competence in completing task |
| 2 | Capable. Above average degree of competence in completing task |
| 1 | Below average. Shows a satisfactory degree of competence in completing task |
| 0 | Not completed |

1 Mark Rubric

| Marks | Criteria |
|-------|----------------|
| 1 | Task completed |
| 0 | Not completed |

