

1 E-Commerce Website – Milestone 2: Marking Guide and Rubric

1.1 Team and Student Details

Team Name	Tutorial Details

	Student Number	Given Name	Family Name
1.			
2.			
3.			
4.			

1.2 Marks

Criteria	Not Present	Poor	Satisfactory	Good	Very Good	Excellent
Web Pages	0	1	2	3	4	5
Navigation	0	1	2	3	4	5
Layout	0	1	2	3	4	5
Visual Elements/Graphics	0	1	2	3	4	5
Branding	0	1	2	3	4	5
Product/Service Catalogue	0	1	2	3	4	5
Presentation Delivery	×	1	2	3	4	5

Total:	/35
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Comments

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1.3 Marking Rubric

1.3.1 Design (Functional)

Web Pages

	Description	Mark
Not Present	The website does not contain any appropriate pages.	0
Poor	The website contains some appropriate pages commonly found on most websites (e.g., “About Us”, “Contact Us”).	1
Satisfactory	In addition to generic pages suitable to most websites (e.g., “About Us” and “Contact Us”), the website contains a home page.	2
Good	In addition to generic pages suitable to most websites (e.g., “About Us” and “Contact Us”), the website contains a home page which highlights the main purpose of the business.	3
Very Good	The website contains a home page which highlights the main purpose of the business and commonly found pages on most websites. Most of the pages appear professional (e.g., the “Contact Us” page contains a phone number, an address, an email address, a map, etc.).	4
Excellent	The website contains a home page which highlights the main purpose of the business and commonly found pages on most websites. Most of the pages appear professional (e.g., the “Contact Us” page contains a phone number, an address, an email address, a map, etc.). The website also contains pages that are specific/unique to the business.	5

Navigation

	Description	Mark
Not Present	The website does not contain any suitable elements for navigation.	0
Poor	The website contains some elements for rudimentary navigation (e.g., links from page to page, but no menu).	1
Satisfactory	The website contains an ever-present navigational element (e.g., a menu).	2
Good	The website contains an ever-present navigational element (e.g., a menu) that gives some sense of the structure of site.	3
Very Good	The website contains an ever-present navigational element (e.g., a menu) that gives a good sense of the structure of the site.	4
Excellent	The website contains an ever-present navigational element (e.g., a menu) that gives a clear sense of the structure of the site. The navigational element clearly and logically groups related areas of the site together.	5

1.3.2 Design (Aesthetics)

Layout

	Description	Mark
Not Present	The website does not contain any consistent layout.	0
Poor	The website contains a layout scheme but it is inconsistently applied.	1
Satisfactory	The website contains a layout that is noticeable on most pages.	2
Good	The website contains a consistent layout on every page.	3
Very Good	The website contains a consistent layout that is aesthetically pleasing.	4
Excellent	The website contains a consistent layout that is aesthetically pleasing and clearly highlights the main purpose of each page.	5

Visual Elements/Graphics

	Description	Mark
Not Present	The website does not contain any appropriate visual elements or graphics.	0
Poor	The website contains some visual element or graphics, but they are not always appropriate.	1
Satisfactory	The website contains substantial visual elements or graphics.	2
Good	The website contains substantial visual elements or graphics that are appropriate and integrate with the overall theme.	3
Very Good	The website contains substantial visual elements or graphics that well integrated with the overall theme and individual web pages.	4
Excellent	The website contains substantial visual elements or graphics that well integrated with the overall theme and individual web pages. There is a professional appearance to the visual elements or graphics.	5

1.3.3 Business

Branding

	Description	Mark
Not Present	The business' branding (e.g., name, logo, slogan, colour theme) is not present.	0
Poor	The business' branding is somewhat apparent.	1
Satisfactory	The business' branding is apparent on most parts of the website.	2
Good	The business' branding is apparent on all parts of the website.	3
Very Good	The business' branding is strongly apparent on all parts of the website.	4
Excellent	The business' branding is strongly apparent on all parts of the website and appears professionally designed.	5

1.3.4 Business Process

Product/Service Catalogue

	Description	Mark
Not Present	There is no catalogue present.	0
Poor	There is a rudimentary catalogue present that lists some suitable products or services.	1
Satisfactory	The catalogue lists a number of suitable products or services with brief descriptions.	2
Good	The catalogue lists a number of suitable products or services with good description and graphics.	3
Very Good	The catalogue lists a number of suitable products or services with good description and graphics. There are sample pages describing individual products or services.	4
Excellent	The catalogue lists a number of suitable products or services with good description and graphics. There are sample pages describing individual products or services. It is apparent that all products or services align with the business and clear how they will generate revenue for the business.	5

1.3.5 Presentation

Presentation Delivery

	Description	Mark
Poor	The presentation did not clearly convey the overall “look and feel” of the website and its features.	1
Satisfactory	The presentation generally conveyed the overall “look and feel” of the website and its features.	2
Good	The presentation clearly conveyed the overall “look and feel” of the website and its features.	3
Very Good	The presentation clearly conveyed the overall “look and feel” of the website and its features. The presentation was delivered smoothly.	4
Excellent	The presentation clearly conveyed all assignment requirements. The presentation kept the audience engaged.	5