

CAPSTONE CHALLENGE PROJECT RUBRIC

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Part 1: Solution					
CRITERIA	RATINGS				PTS
1.1 Presenters clearly identify users' needs based on their own empathy research.	3 pts Meets or Exceeds	2 pts Connection between needs and research is vague.	1 pt Needs identified are not those of the users (e.g. the company's needs).	0 pts Does not address.	3 pts
1.2 Presenters clearly define the problem and explain why it is important to address the problem.	3 pts Meets or Exceeds	2 pts Presenters define the problem but don't clearly explain the importance of addressing it.	1 pt Presenters are not clear in defining the problem (but do attempt to do so).	0 pts Does not define the problem.	3 pts
1.3 Presenters pitch their top design solution and explain how their prototype solves the given problem.	3 pts Meets or Exceeds	2 pts Could be clearer in connecting the solution to the problem.	1 pt Doesn't explain how solution solves problem.	0 pts Does not address.	3 pts
1.4 Presenters describe the feedback they received when testing their prototype and how they iterated on it to improve the prototype.	3 pts Meets Or Exceeds	2 pts Could be clearer in connecting improvements to feedback.	1 pt Describes testing but not improvements.	0 pts Does not address.	3 pts

Part 2: Oral Presentation

CRITERIA	RATINGS				PTS
2.1 Language and posture match the level of formality and demonstrate positivity, curiosity, respect, and humility.	3 pts Meets or Exceeds	2 pts 1 presenter does not meet expectations.	1 pt 2-3 presenters do not meet expectations.	0 pts 4+ presenters do not meet expectations.	3 pts
2.2 All presenters are dressed appropriately in business casual attire (no jeans).	3 pts Meets or Exceeds	2 pts 1 presenter dressed inappropriately.	1 pt 2 presenters dressed inappropriately.	0 pts 3+ presenters dressed inappropriately.	3 pts
2.3 All cohort members contribute to the presentation in clearly planned roles.	3 pts Meets or Exceeds	2 pts All members contribute, but planned roles are not apparent.	1 pt 1 member does not contribute, planned roles may not be apparent.	0 pts 2+ members do not contribute, planned roles may not be apparent.	3 pts
2.4 The presentation does not exceed 7 minutes.	3 pts Meets or Exceeds	2 pts Between 7 mins and 7 mins 30 secs.	1 pt Between 7 mins 30 secs and 8 mins.	0 pts Over 8 mins.	3 pts

Part 3: Deck

CRITERIA	RATINGS				PTS
3.1 No spelling or grammatical errors.	3 pts Meets or exceeds	2 pts 1-2 errors	1 pt 3-4 errors	0 pts 5+ errors	3 pts

3.2 Formatting is consistent throughout (e.g. title capitalization, use and positioning of bullets, consistency with left vs. center justification, alignment of figures, etc.) and font/colors are consistent throughout.	3 pts Meets or exceeds	2 pts 1-2 inconsistencies	1 pt 3-4 inconsistencies	0 pts 5+ errors	3 pts
3.3 Slides are not crowded with text or images.	3 pts Meets or exceeds	2 pts 1-2 slides are crowded.	1 pt 3-4 slides are crowded.	0 pts 5+ slides are crowded.	3 pts
3.4 The slides support the oral presentation by effectively visualizing the spoken content.	3 pts All slides support.	2 pts Most slides support.	1 pt Some slides support.	0 pts No slides support.	3 pts

Part 4: Teamwork

CRITERIA	RATINGS					PTS
4.1 Actively contributed to team success.	10 pts Always	8 pts Mostly	6 pts Sometimes	4 pts Rarely	0 pts Never	10 pts
4.2. Met deadlines and fulfilled responsibilities in a timely manner.	10 pts Always	8 pts Mostly	6 pts Sometimes	4 pts Rarely	0 pts Never	10 pts
4.3. Gave feedback to others to help them be more successful and productive.	10 pts Always	8 pts Mostly	6 pts Sometimes	4 pts Rarely	0 pts Never	10 pts
4.4. Embraced different	10 pts Always	8 pts Mostly	6 pts Sometimes	4 pts Rarely	0 pts Never	10 pts

perspectives on the team with openness and a sense of possibility.						
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