

Product Proposal

Course: IGME.110.04 - Intro to Interactive Media

Overall Document	Excellent 2 points	Good 1 point	Missing/Unacceptable 0 points	Criterion Score
Title	Title is appropriate to product, and a tagline or description provides more information	Insufficient information to determine what kind of product is being proposed.		/ 2
Document consistency	Writing style is consistent across the document, and there is minimal repetition among sections.	Inconsistent style and/or quality across the document as a whole.		/ 2
Document availability	Document is stored in group's google drive folder, and edit history shows who was involved in writing it.	Document doesn't show edit history.		/ 2

Executive Summary	Excellent 3 points	Good 2 points	Fair 1 point	Missing/Unacceptable 0 points	Criterion Score
Writing quality	Word choice is consistently precise and accurate. Sentences are well-phrased and varied in length and structure; they flow smoothly from one to another.	Word choice is merely adequate, and the range of words is limited. Some words are used inappropriately. Some sentences are awkwardly constructed.	Many words are used inappropriately, confusing the reader. Errors in sentence structure are frequent enough to be a major distraction to the reader.		/ 3

Executive Summary	Excellent 3 points	Good 2 points	Fair 1 point	Missing/Unacceptable 0 points	Criterion Score
Writing Mechanics	The writing is free or almost free of grammatical, syntactical, and spelling errors.	The writing has many grammatical, syntactical, and spelling errors.	There are so many grammatical, syntactical, and spelling errors that meaning is obscured.		/ 3
Content	Fully addresses all elements: what is the application who is the target audience what problem does it solve what are its unique features or benefits	Addresses all elements, but 1-2 are lacking some information.	Missing some elements, or more than two answers lack some information		/ 3

Market Research/Needs Analysis	Excellent 3 points	Good 2 points	Fair 1 point	Missing/Unacceptable 0 points	Criterion Score
Writing quality	Word choice is consistently precise and accurate. Sentences are well-phrased and varied in length and structure; they flow smoothly from one to another.	Word choice is merely adequate, and the range of words is limited. Some words are used inappropriately. Some sentences are awkwardly constructed.	Many words are used inappropriately, confusing the reader. Errors in sentence structure are frequent enough to be a major distraction to the reader.		/ 3

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Content	<p>Fully addresses all elements:</p> <ul style="list-style-type: none"> - An analysis of existing solutions in the market (competitor analysis) - Gaps or unmet needs that your application addresses - Any statistical data or qualitative evidence supporting the demand for such an application (survey results, industry reports, etc.) 	Addresses all elements, but one is lacking necessary information.	Missing some elements, or more than one answer lacks some information		/ 3

Product description	Excellent 3 points	Good 2 points	Fair 1 point	Missing/Unacceptable 0 points	Criterion Score
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Product description	Excellent 3 points	Good 2 points	Fair 1 point	Missing/Unacceptable 0 points	Criterion Score
Content	<p>Fully addresses all elements:</p> <ul style="list-style-type: none"> - A list of core features, with brief explanations of each - How the user interface (UI) and user experience (UX) are designed to meet the needs of the target audience - Any technological innovations or creative ideas that set the application apart from others 	Addresses all elements, but one is lacking necessary information.	Missing some elements, or more than one answer lacks some information		/ 3

Counterarguments	Excellent 3 points	Good 2 points	Fair 1 point	Missing/Unacceptable 0 points	Criterion Score
Writing quality	<p>Word choice is consistently precise and accurate. Sentences are well-phrased and varied in length and structure; they flow smoothly from one to another.</p>	<p>Word choice is merely adequate, and the range of words is limited. Some words are used inappropriately. Some sentences are awkwardly constructed.</p>	<p>Many words are used inappropriately, confusing the reader. Errors in sentence structure are frequent enough to be a major distraction to the reader.</p>		/ 3

Counterarguments	Excellent 3 points	Good 2 points	Fair 1 point	Missing/Unacceptable 0 points	Criterion Score
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Content	<p>Fully addresses all elements:</p> <ul style="list-style-type: none"> - Possible objections to the need for the product (e.g., "Is this already solved by existing apps?") - Technical or financial challenges that could arise during development - How your group plans to overcome these challenges or justify the product's relevance despite objections 	Addresses all elements, but one is lacking necessary information.	Missing some elements, or more than one lacks some information		/ 3

Conclusion & Recommendations	Excellent 3 points	Good 2 points	Fair 1 point	Missing/Unacceptable 0 points	Criterion Score
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Writing Mechanics	The writing is free or almost free of grammatical, syntactical, and spelling errors.	The writing has many grammatical, syntactical, and spelling errors.	There are so many grammatical, syntactical, and spelling errors that meaning is obscured.		/ 3
Content	Fully addresses all elements: - A brief recap of the problem and solution - The potential impact of the application (social, financial, or user benefits) - A clear call to action (e.g., "We recommend moving forward with the development of this app because...")	Addresses all elements, but one is lacking necessary information.	Missing some elements, or more than one lacks some information		/ 3

Total

/ 51

Overall Score

Level 4

11 points minimum

Level 3

8 points minimum

Level 2

5 points minimum

Level 1

0 points minimum