P2: Ideation and Lo-Fi Prototypes

Student names and emails: _____

Overall Impression

5 – Outstanding	4 – Great	3 – Good	2 – Satisfactory	1 – Unsatisfactory

Format & Structure

Overall appearance (organization, layout and whitespace)			/10
Overall language and writing style (clarity, grammar)			/10

Components

Description of brainstorm process (when, how, materials used, how many ideas, range of ideas explored, thoughts on the process)			/20
Brainstorming			
Description/summary of process			/5
Clear articulation of three separate sketches			/30
Storyboard			
Description of the storyboard			/5
Context of use is illustrated/explained			/10
How the interface is used is illustrated/depicted			/10
Interface is sufficiently depicted (clarity)			/10
Video Prototype			
Title and author names are shown			/10
Clearly identifies the task			/10
Shows how a person would interact with the system			/30

Concise description has clarity			/10
Entertaining (bonus)			/+10
Task-Centered System Walkthrough			
Walkthrough for identified task (or justification if task has changed—provide description of task if this is the case)			/30
Adequate level of detail addressed in the task (i.e. is it a complete end-to-end JOB from the perspective of a user)			/40
Reflection			/30
TOTAL MARKS			**/270**

Overall Grade