UE – Assignment 1 ***Name*** Paul Newman ***Mark*** ***0%***

SECTION	EXCEPTIONAL 6	MERITORIOUS 5	HIGHLY COMPETENT 4	COMPETENT 3	PASS 2	FAIL 1
1) Persona definition (20%)	All 4 suitable personae with fully-detailed descriptions and requirements	4 suitable personae with detailed description and some requirements	4 suitable personae with more detailed descriptions	4 suitable personae with basic descriptions	2-3 personae with basic descriptions; 4 personae but some unsuitable	1 persona with basic description; totally unsuitable personae
2) Persona Development Process (20%)	Multiple methods with full descriptions and justifications of all actions	Detailed description of multiple methods with justification of methods OR requirements categorisation	More detailed description of multiple methods; may be some requirements categorisation	More detailed description of single method OR brief description of multiple methods	Brief description of a single method of data collection.	Single-sentence level, no justification
3) Information Architecture (20%)	Fully-detailed architecture with discussion of alternatives	Good main headings and main functionality; all functionality covered	Good main headings and main functionality; most functionality covered	Sensible main headings and main functionality	Main headings make sense	Badly thought-out, illogical structure
4) Create Storyboards (20%)	All screens and control sequences with full discussion of all design decisions	All screens and control sequences with most design decisions noted	Some extra screens and control sequences, most design decisions noted	All basic screens with control sequences: major design decisions noted	All basic screens but no control sequences	One or two basic screens, no control sequences
5) Prototype Feedback (10%)	Full discussion of feedback collection AND responses.	Good discussion of either collection OR responses with acceptable coverage of the other	Usability AND emotional feedback collected; some description of method	Usability OR emotional feedback collected; some description of mothod	Usability OR emotional feedback collected; no discussion of method	No feedback collected from other people.
Breadth of research (5%)	All references are journal/white papers or books	Most references are journal/white papers or books	Half of references are journal/white papers or books	Some references are journal/white papers or books	Only references websites	No references
9) Writing / Document Presentation (5%)	Reads like a technical review article	Good use of signposting; good use of English; tables of figures and tables	Clear sectioning of content; labelling of tables and figures; reasonable English	Some labelling of tables and figures; clearly needs spell- and grammar-checking	Basic use of introduction, body and conclusion; English is comprehensible.	No clear structure; incomprehensible

Nothing submitted.