

SECTION	EXCEPTIONAL	MERITORIOUS	HIGHLY COMPETENT	COMPETENT	PASS	FAIL
Updated storyboards (20%)	6 All screens and control sequences with full discussion of all design decisions	5 All screens and control sequences with most design decisions noted	4 Some extra screens and control sequences, most design decisions noted	3 All basic screens with control sequences: major design decisions noted	2 All basic screens but no control sequences	1 One or two basic screens, no control sequences
Discussion of changes (10%)	All changes considered in depth; resulting interface is both usable and provides a good experience	Justification considers multiple options, all of which are clearly linked to theory	Justification may consider several possibilities; may include links to theory	Changes noted with basic justification	Changes noted but not justified	No changes noted; changes actually weaken design
Feedback (20%)	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 method	Usability OR emotional feedback collected; no discussion of method	No feedback collected from other people.
Data collection (20%)	Full treatment of data collection with examples of expected impact	Multiple methods with focussed ideas on what they might produce; may include examples	Three or more methods; some idea of how the data can be used	Two methods; may have some idea of what they produce	One method	No data collection discussion
UX vs. ID (20%)	Full nuanced treatment of similarities and differences	Includes links to the literature when considering the differences	Uses examples from the assignment to highlight differences between UX and ID	Identifies several differences between UX and ID	Recognition of importance of user sentiments	No consideration of the differences
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
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-checking and grammar	Basic use of introduction, body and conclusion; English is comprehensible.	No clear structure; incomprehensible

Doesn't really need an abstract. If you're going to do indoor mapping, use an architectural plan rather than a street map - it doesn't matter if it's not correct, it just has to give the feel of an indoor map. What happens when you tap a bookmark or a class? You need to show the subsequent set of screens. Good set of scenarios, but needs more detail on things like the number of participants. Participant responses should be included in an appendix. Remember to label all figures