

Tentative Grading Criteria for Project Installment 2-- Document

Total: 20 points

- **8 points: Data What's--** Things you need to find out from your data (as in Figure C.3)
 - **4 points- Richness:** You should provide rich data/questions and corresponding type of data sources. It is important to include as much questions and data needed to help you create your persona.
 - **3 points- Relatedness:** Your data/questions should be related to your underrepresented chosen population. The questions should be in a way to directly help you on creating your persona.
 - **1 point- Usage:** In your table you should effectively use all type of data you named (e.g., check all type of data source you need to find answer for a question)

- **8 points: Data Where's--** Sources that you hope to read to find those things out (as in Figure C.4). You should make sure to include the followings:
 - **3 points:** Correct category (based on your “Data What’s” table and your persona)
 - **4 points:** Description of each category (with enough details to show it is related to the persona you are designing)
 - **1 point:** Appropriate data and author (if applicable), source number, and how it incorporates into persona.

- **4 points: Data When's --** Action plan for your project
 - **3 points:** Your action should appropriately cover Family planning and Conception/gestation with all the necessary activities (related to your persona design), in details.
 - **1 points:** You should include real dates with related project milestone.