**Grading Criteria for Project Installment 4**

Total: 30 points

[15 points] Gestation stuff:

1. **10 points:** Underserved population:
   a. **5 points** Persona, 1 persona you developed from your selected skeleton.
   b. **5 points** Make it “Persona Foundation Document”. Must be fully footnoted and commented, with enough referencing based on your research.
   c. **Note:** Up to 4 points will be deducted if your work has “Broken Data Flow” problem. At this part this problem means you have not built your Persona based on your previous Skeleton or your foundation is not informing the Skeleton of your persona.

2. **5 points:** Mainstream population: A persona without foundation

[15 points] Persona Attributes and Concept Sketches:

1. **4 points:** Attributes
   - You should have at least two attributes
   - Attributes should be reflected in persona

2. **8 points:** Sketches
   - Each attribute should have at least two concept sketches.
   - Sketches should be self-explanatory or you should add a few line of explanation to it

3. **3 points:** Make sure to have ONE UI that works for both populations. Solutions should not be customized for different populations

4. **Note:** Up to 4 points will be deducted if your work has “Broken Data Flow” problem. At this part this problem means your attributes and concepts are not based on your persona’s characteristics (Persona does not inform concepts).