Grading Criteria for HW#1: Reverse-engineer Abby

Graded by: Anahita, Total of 20 points

- **2 points:** The "pretend" team to create the Abby persona

- **4 points:** The "pretend" answers to the problems, resources, etc.
  - 2 points: Non-trivial examples for resources (not just copy pasted from the book, must be considering Abby, not the G4K persona!)
  - 2 points: Non-trivial product and process problems (Must be considering Abby)

- **8 points:** The "pretend" action plan to create the Abby persona. (Should be graded based on quality and details while covering Abby's design)
  - Should be non-trivial, related to Abby (up to 4 points if not directly related)
  - Should cover all stages not just Family Planning (-4 if no)

- **6 points:** The "pretend" data you'll use in creating the Abby persona.
  - 4 points: Having appropriate set of questions to be covered:
    - Up to -2 points: if not related to Abby and
    - Up to -2 points: if doesn't cover the problems you provided above
  - 2 points: Appropriate list of data sources and an index if needed.

Tips + Problems to avoid:

  - Problem to avoid: The questions you brought here do not target Abby.
  - Problem to avoid: It does not solve the problems you mentioned previously.
  - Problem to avoid: You are targeting a population that Abby does not represent (e.g., children, senior citizens, people with disabilities, etc.)
  - Problem to avoid: Don't forget an index of "pretend" data sources (something like Figure C4 in pp. of the book.)
  - Tip: You could also use research papers as a good resource!