

Tentative Grading Criteria

Project Installment 4

In this installment, you'll flesh out your skeletons into full-blown personas, including foundations for the underserved population one. You'll also turn in a set of concept drawings and the beginnings of a low-fi prototype for developing one (or at most two) selected concepts.

Grading Criteria for Project Installment 4

Graded by: Anahita, Total of 40 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).

[10 points] Low-Fidelity Prototype:

1. **4 points:** Which concept you chose and why. You should choose at least two concepts from two distinct attributes. 3 points will be deducted if you choose only one concept.
2. **6 Points:** Sketch of the low-fidelity prototype
3. **Note:** Up to 3 points will be deducted if your work has “Broken Data Flow” problem. At this part this problem means your concepts do not inform your prototype.