



Group Members:

Date:

Rubric Scoring Guide Design Review 1: EXPLORE

Please use this rubric to score the design review you are assessing. Please take notes as best you can. After scoring the rubric, take a moment to provide feedback using the prompts. Please try to be specific, honest, and kind. We believe that feedback is a gift, and students will use your advice to plan next steps.

<p>Pioneering (4)</p>	<p>-References many reliable and diverse sources to collect concrete detail and build background knowledge.</p> <p>-Makes logical inferences and/or surprising insights about user needs.</p> <p>-Provides a thorough and coherent portrayal of a well-defined problem and users.</p>	<p>Look Fors:</p> <p>-Research Brief #1 / Video Essay Includes expert opinion and a thorough review of the literature. Analysis of solutions that have already been tried in the problem space.</p> <p>-End User Profiles Includes many examples, stories, and quotes from users that lead to inferences about their needs. Engages a range of end users to collect useful details, including non-obvious users. Problem statements and user profiles could inspire novel ideas.</p>
<p>Proficient (3)</p>	<p>-References reliable and diverse sources to collect concrete detail and build background knowledge.</p> <p>-Problem is informed by logical inferences about users' actual needs.</p> <p>-Provides a coherent portrayal of a well-defined problem and users.</p>	<p>Look Fors:</p> <p>-Research Brief #1 / Video Essay Includes expert opinion or a thorough review of the literature. Information about what solutions have already been tried in the problem space.</p> <p>-End User Profiles Includes examples, stories, and quotes from users that lead to inferences about their needs. Engages a range of end users to collect useful details about their experience. Problem statements and user profiles could inspire ideas.</p>
<p>Developing (2)</p>	<p>References several sources to begin understanding the problem.</p> <p>Provides a partial portrayal of the problem and users.</p>	<p>Look Fors:</p> <p>-Research Brief #1 / Video Essay Relies on human and literary resources that may be similar to one another. Use of both ethnographic and traditional research methods Limited concrete details lead to incomplete inferences about the users.</p> <p>-End User Profiles Assumptions based on personal experience or prior knowledge General problem statements or statements of specific solutions.</p>
<p>Emerging (1)</p>	<p>References obvious resources to begin learning about the problem.</p> <p>Provides a simple portrayal of the problem and users.</p>	<p>Look Fors:</p> <p>-Research Brief #1 / Video Essay Relies on information from resources that are easy and comfortable to work with. Limited concrete detail and heavy reliance on personal experience or prior knowledge to make inferences.</p> <p>-End User Profiles Problem statements and user profiles that name solutions rather than needs, and lead to a limited number of ideas.</p>
<p>Notes</p>		



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FEEDBACK

I like...

I wish...

I wonder...