

Grading Rubric S.17

	★	●	◉	○	○	Comments
RESEARCH						
Choice of research methods appropriate for the challenge, time, and access.	5	4	3	2	1	
Engaged users in research methods with comprehensive, constructive, and appropriate methods (e.g., directed storytelling, cultural inventory).	5	4	3	2	1	
Wide-range of methods; large body of data and results, both quantitative and qualitative.	5	4	3	2	1	
Conducted research methods to understand the scope of the space (e.g., competitive analysis, image boards).	5	4	3	2	1	
Overall clear focus as exhibited through hunt statement(s), territory map(s), and/or design implications.	5	4	3	2	1	
IDEATION + DEVELOPMENT						
Turned the research methods into models (e.g., personas, (e.g., experience blueprints, journey maps, storyboards).	5	4	3	2	1	
Acted upon this work to shape the project direction.	5	4	3	2	1	
Prototyped new service experiences (e.g., roleplaying, paper prototypes, environmental changes).	5	4	3	2	1	
VALIDATION						
Continued engagement of stakeholders to validate direction and development.	5	4	3	2	1	
IMPLEMENTATION						
Development of clear models for the service concept (e.g., vertical maps, technical details, renderings).	5	4	3	2	1	
Concepts demonstrate evidence-based designs appropriate for users, context, and organizational goals.	5	4	3	2	1	
Concepts demonstrate human-centered design values.	5	4	3	2	1	
PRESENTATION						
Slides and presentation is concise, cohesive, and clear.	5	4	3	2	1	
Documentation is comprehensive, clear, and professional.	5	4	3	2	1	
OVERALL						
Project strikes a balance in the service design ecosystem; designs and proposals meet business challenges while accounting for needs, desires, and dignity of participants.	A	B	C	D	R	
TEAM						
Prompt. Engaged in the classroom; effective use of time.	5	4	3	2	1	