

CS 446: Personas, Use Case Scenarios, and Storyboard Scoring Rubric

Paper Prototype				
<i>Graded during class exercise</i>	Very Good	Expected	Acceptable	Unsatisfactory
Paper Prototype	Well-thought out with effective techniques for simulating user interaction	Useful for getting feedback	Some effort expended	Minimal effort
Persona and Task Analysis				
	Very Good	Expected	Acceptable	Unsatisfactory
Typical Primary User <input type="checkbox"/> Precise description of an imaginary real user and their specific environment	Imaginary user and their environment is crystal clear	Imaginary user and environment is plausible	User or environment is too general, non-specific	Both user and environment are too general
Typical Tasks <input type="checkbox"/> Precise description of the types of activities he or she wishes to accomplish with the program	Activities relate to the persona's goals and needs	Activities are real-world but not tailored to goals and needs	Activities are generic and not specific to persona	Activities are not included
Main Screen Design				
Main Screen Design <input type="checkbox"/> Sufficient detail is present to communicate the program's look to others <input type="checkbox"/> Purpose of menu and widgets is clear. Use side annotations if necessary	Main screen drawing is easy to follow and sufficiently annotated	Unclear of the functions of some of the menus or widgets	Main screen drawing(s) appears to be missing major components	Main screen drawing is merely a slash screen without real functionality
Quality of Main Screen Design <input type="checkbox"/> Grouping of controls used effectively to reduce complexity <input type="checkbox"/> Vertical and horizontal layout of controls used effectively to achieve symmetry <input type="checkbox"/> Pleasing, attractive design	Grouping and layout used effectively to improve usability	Insufficient grouping or layout alignment in evidence	Controls are present but in a routine, <i>unattractive</i> layout	No apparent grouping or layout applied
Concrete Use Case and Storyboard 1				
Use Case 1 <input type="checkbox"/> Real world task appears as the page title <input type="checkbox"/> Use Case focuses on describing how the user would <i>interact</i> with the proposed system to accomplish one real-world task	Describes one important <i>real-world</i> task	Overly general, overly specific, or ambiguous	No page title	Implementation specific (e.g. "Open Existing File")
Concrete Use Case <input type="checkbox"/> User actions and System responses to accomplish the use case's <i>normal course</i> is clear and complete <input type="checkbox"/>	Interaction (3-9 steps) by both user and system is easy to follow and complete	Interaction (3-9 steps) is complete	Overly detailed <i>Or</i> missing one important step	missing important steps
Storyboard <input type="checkbox"/> Screen snapshot drawings are effective in communicating the look and feel of user interaction <input type="checkbox"/> User interactions (mouse clicks, etc.) are indicated as annotations	3-9 snapshots with annotations effectively communicate user interaction	Unclear to me how the program progresses between screen snapshots	Storyboard appears hastily sketched, resembling a <i>first draft</i> version	No annotations for user interaction

Concrete Use Case and Storyboard 2				
Use Case 2 <input type="checkbox"/> Real world task appears as the page title <input type="checkbox"/> Use Case focuses on describing how the user would <i>interact</i> with the proposed system to accomplish one real-world task	Describes one important <i>real-world</i> task	Overly general, overly specific, or ambiguous	No page title	Implementation specific (e.g. "Open Existing File")
Concrete Use Case <input type="checkbox"/> User actions and System responses to accomplish the use case's <i>normal course</i> is clear and complete <input type="checkbox"/>	Interaction (3-9 steps) by both user and system is easy to follow and complete	Interaction (3-9 steps) is complete	Overly detailed <i>Or</i> missing one important step	missing important steps
Storyboard <input type="checkbox"/> Screen snapshot drawings are effective in communicating the look and feel of user interaction <input type="checkbox"/> User interactions (mouse clicks, etc.) are indicated as annotations	3-9 snapshots with annotations effectively communicate user interaction	Unclear to me how the program progresses between screen snapshots	Storyboard appears hastily sketched, resembling a <i>first draft</i> version	No annotations for user interaction
Concrete Use Case and Storyboard 3				
Use Case 3 <input type="checkbox"/> Real world task appears as the page title <input type="checkbox"/> Use Case focuses on describing how the user would <i>interact</i> with the proposed system to accomplish one real-world task	Describes one important <i>real-world</i> task	Overly general, overly specific, or ambiguous	No page title	Implementation specific (e.g. "Open Existing File")
Concrete Use Case <input type="checkbox"/> User actions and System responses to accomplish the use case's <i>normal course</i> is clear and complete <input type="checkbox"/>	Interaction (3-9 steps) by both user and system is easy to follow and complete	Interaction (3-9 steps) is complete	Overly detailed <i>Or</i> missing one important step	missing important steps
Storyboard <input type="checkbox"/> Screen snapshot drawings are effective in communicating the look and feel of user interaction <input type="checkbox"/> User interactions (mouse clicks, etc.) are indicated as annotations	3-9 snapshots with annotations effectively communicate user interaction	Unclear to me how the program progresses between screen snapshots	Storyboard appears hastily sketched, resembling a <i>first draft</i> version	No annotations for user interaction
Portfolio				
Portfolio <input type="checkbox"/> Portfolio includes cover page, tabs with labels, and contents neatly presented	Portfolio <i>very</i> attractive and complete	Portfolio satisfies requirements	One of the Portfolio elements is incomplete	Portfolio is missing one component
Time Log <input type="checkbox"/> Excel template used to record the time spent preparing the conceptual design assignments	Time log for this phase is detailed and complete	Time log is not well detailed	Time log is incomplete or contains errors	No time log is submitted