

UX = User eXperience

	Excellent / Very Good	Good	Ok	Average	Poor
Presentation	<ul style="list-style-type: none"> Very clear presentation and nice visual design Perfect use of paragraphs 	<ul style="list-style-type: none"> Clear project presentation Fairly good use of paragraphs 	<ul style="list-style-type: none"> Fairly clear presentation Layout is reasonably sound 	<ul style="list-style-type: none"> The presentation is not the best and can do with a lot of improvement. Lacking in logical organisation of ideas 	<ul style="list-style-type: none"> Poor presentation No logical connection between the ideas
Use of language	<ul style="list-style-type: none"> Very good use of language zero or (1-2) minor mistakes Appropriate use of technical and other terminology 	<ul style="list-style-type: none"> Good use of language Fairly good terminology Appropriate technical terminology 	<ul style="list-style-type: none"> Average use of language but largely understandable Occasional mistake, but nothing too serious Could use more technical language 	<ul style="list-style-type: none"> Average use of language Minor to serious mistakes Appropriate terminology attempted but not always correctly 	<ul style="list-style-type: none"> Poor language use Virtually no appropriate terminology use
Usability	<ul style="list-style-type: none"> Clearly demonstrates the importance of UX 	<ul style="list-style-type: none"> The UX is present and well defined 	<ul style="list-style-type: none"> UX is quite clear 	<ul style="list-style-type: none"> UX not well defined 	<ul style="list-style-type: none"> Poor or nonexistent UX
Relevance of idea	<ul style="list-style-type: none"> Project idea is highly suitable for mobile devices 	<ul style="list-style-type: none"> The project is suitable for mobile devices 	<ul style="list-style-type: none"> Should be suitable for mobile devices but some issues around this may not be clarified 	<ul style="list-style-type: none"> The project is not particularly suitable for mobile devices or it is not explained well 	<ul style="list-style-type: none"> Project not suitable for mobile devices
Originality	<ul style="list-style-type: none"> Original idea, highly innovative or an existing idea that is superbly modified or explained 	<ul style="list-style-type: none"> The idea is good but may have been done before, in which case it has a good justification for re-doing it 	<ul style="list-style-type: none"> Not a very original idea but will meet the project brief 	<ul style="list-style-type: none"> The idea is popular and the project does not suggest any additions 	<ul style="list-style-type: none"> The project tries to replicate existing projects without meeting the common standard
Schedule	<ul style="list-style-type: none"> Clearly demonstrates the timescale and the different stages of the project, in a highly realistic fashion 	<ul style="list-style-type: none"> Time scale presented has clarity Realistic timescale 	<ul style="list-style-type: none"> Timescale is not given in detail or has occasional errors 	<ul style="list-style-type: none"> Vague or non-existent timescale Bad time management likely 	<ul style="list-style-type: none"> Timescale nonexistent
Technical specifications	<ul style="list-style-type: none"> Clearly states the different technologies that will be used and these seem like the best technologies for the project 	<ul style="list-style-type: none"> The technologies are well defined 	<ul style="list-style-type: none"> Reasonably specified technical requirements but some gaps in knowledge 	<ul style="list-style-type: none"> Vague mention of technologies or no specific technology mentioned 	<ul style="list-style-type: none"> No technology mentioned Inappropriate use of technology suggested
Project idea description	<ul style="list-style-type: none"> Extremely clear project description / definition 	<ul style="list-style-type: none"> Good description of the project and what it will do 	<ul style="list-style-type: none"> Reasonably clear description of the project but it could be stronger 	<ul style="list-style-type: none"> The project description is not clear It is difficult to picture what the outcome would be Unrealistic description of achievable features 	<ul style="list-style-type: none"> Either an unrealistic level of features on the project or very few features described well Very poor description of the project
Grade	100 – 70	69– 60	59-50	49 – 40	39- 0