

Category	4	3	2	1
Design problem	The design problem responds precisely to interviews and observations, and focuses the scope of the project.	Interviews and observations were conducted, but little evidence that they have influenced the design problem. Scope is broad.	Interviews and observations were not conducted at length, and do not influence the design problem. Scope is broad.	Little to no evidence of a coherent design problem to frame the project.
Concept	Concept responds to the design problem with a creative, unconventional, or unexpected solution that evolved from testing different possibilities.	Concept responds to the design problem with an attempt made at a creative, unconventional or unexpected solution.	Concept is conventional, and might have been derived from assumptions rather than testing.	Concept does not respond to the problem.
Precedents	Precedents (3) advance the work by helping client to understand the intended look/feel/interaction of the concept. Precedents are similar to, but different from, the proposed project.	Precedents (3) are similar to the proposed concept, but there is little evidence that the precedents inspired the work; instead, precedents may have been generated afterwards.	Fewer than three precedents. Projects referenced do not inspire the work, and precedents were generated after the completion of the project.	Precedents are few and irrelevant.
Prototype/s	Prototypes (2+) help client to understand look, feel and/or interaction of the project. Prototypes are well-constructed and multi-media, and are sufficiently complex.	Prototypes (2+) give client a basic understanding of what the project is, but are not well-constructed or complex.	Prototype (1) gives client a basic understanding of what the project is, but does not reflect a thorough thought process.	Prototype is poorly constructed and/or does not reveal any useful information to client.
User scenario	User scenario helps client to understand how users will interact with the proposed project through comic, video or other digital form. Scenario is thorough, and anticipates all aspects of user interaction.	User scenario helps client to understand how users will interact with the proposed project but lacks depth or foresight.	User scenario attempts to help client understand how user will interact with the proposed project, but user identity does not align with project intent/purpose	User scenario does not help to advance the client's understanding of the project.