

Title:

[Find a Rubric](#)

Keep in mind that 15 students have already been assessed using this rubric. Changing it will affect their evaluations.

You've already rated students with this rubric. Any major changes could affect their assessment results.

Criteria	Ratings		
Addresses Assignment  	Exceeds expectations 	Meets Expectations  	Does not meet expectations 
Synthesizes data from user research  	Exceeds expectations 	Meets expectations  	Does not meet expectations 
Contains required elements  	Exceeds expectations 	Meets expectations  	Does not meet expectations 
Uses effective language/understands audience  	Exceeds expectations 	Meets Expectations  	Does not meet expectations 
Slide deck is well designed  	Exceeds expectations 	Meets Expectations  	Does not meet expectations 
Slide deck content is presented in an effective way  	Exceeds expectations 	Meets Expectations  	Does not meet expectations 
Slide deck is well edited  	Exceeds expectations 	Meets Expectations  	Does not meet expectations 
Personas are complete, well designed, and well presented  	Exceeds expectations 	Meets Expectations  	Does not meet expectations 