

## RPW375 Usability Studies

### Project Evaluation: Methods Reflection (MR)

The checklists indicate project elements where your submission meets expectations, and if applicable, where it still could benefit from further development or continued refinement. (The key to the evaluative comments is included below the checklist.) Your score by category appears in the Project Evaluation to the right.

#### Evaluation Criteria: Content

- # Memo is framed properly, provides appropriate context for the project, & requests appropriate action regarding the submission.
- # Title and introduction establish the topic for and the purpose of the report.
- # Table of Contents establishes the order of content for the report.
- # Outline of Study effectively introduces the study, explains the stages of analysis & methods relevant to each, & establishes the logic behind the organization of methods.
- # Flow chart provides visual support for the order & organization of methods.
- # Methods Gallery provides complete, coherent entries for each of the 15 methods. Each entry contextualizes the method, including its timing, objective, application, & anticipated outcomes.
- # Discussion effectively incorporates appropriate visual content into discussion.
- # Discussion supported by concrete, specific evidence throughout.
- # Discussion is consistently well organized.

#### Project Evaluation

Total Points (200 possible)	#
Content (80 points possible)	#
Design (80 points possible)	#
Professionalism (40 points possible)	#

#### Evaluation Criteria: Design

- # Memo meets format/layout expectations for the genre.
- # Report establishes & maintains a strong, consistent visual logic.
- # Report presented in a professional page design that effectively coordinates textual & visual content.

#### Evaluation Criteria: Professionalism

- # Submission includes the required, properly labeled files in the appropriate formats & posted to the designated location(s).
- # Memo demonstrates appropriate professionalism & attention to detail.
- # Report demonstrates appropriate professionalism & attention to detail.
- # Written content is grammatically sound, properly punctuated.
- # Written content is stylistically appropriate (clear, concise), & utilize audience-appropriate terminology.

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#### Evaluation Criteria Key

- 1 exemplary, minor flaws only
- 2 strong, much more successful than not
- 3 evident, would benefit from more revision
- 4 particularly weak, needs significant work
- 5 missing or greatly misunderstood
- na does not apply to this submission