

# RPW375 Usability Studies

## Project Evaluation: Usability Study (US)

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

- # Memos are framed properly, provide appropriate context for the submissions, & request appropriate action regarding the project.
- # Title contextualizes the focus & purpose of the US report.
- # Executive summary provides effective distillation of the report that follows.
- # Outline of Study effectively previews the study's stages, methods, & logic.
- # Graphic pathway illustrates the order of methods applied to the Object of Study (OoS).
- # Discussion of methods provides detailed explanation of each method applied during the study, including the objective, application, & important details from the trials.
- # Discussion effectively presents data gathered during study trials.
- # Lessons learned effectively summarizes key takeaways of the study as a whole.
- # Report effectively incorporates visual content into discussion.
- # Report's figures & tables labeled & captioned appropriately & effectively.
- # Discussion supported by concrete, specific details & explanations throughout.
- # Discussion is consistently well organized.

### Project Evaluation

Total Points (400 possible)	#
Content (120 points possible)	#
Design (120 points possible)	#
Professionalism (80 points possible)	#
Revision (80 points possible)	#

### Evaluation Criteria: Design

- # Memos meet 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).
- # Memos demonstrate appropriate professionalism & attention to detail.
- # Report demonstrates appropriate professionalism & attention to detail.
- # Report content is grammatically sound, properly punctuated.
- # Report content is stylistically appropriate (economical, direct), & utilizes 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