Deliverable	Limited 1	Developing 2	Proficient 3	Exemplary 4
Project Scope Document	Scope document does not meet requirements as laid out in class, has major flaws. Scope does not address the client's situation accurately.	Scope document may meet requirements as laid out in class, but contains flaws. Scope does not address the client's situation completely.	Scope document is complete and meets the basic requirements as laid out in class. There are no major flaws. Scope addresses the client's current situation and overall opportunity.	Scope document clearly and comprehensively identifes and describes the client's situation and need. The document contains no flaws and displays a full understanding of the opportunity.
Prototype	Prototype is lacking major functionality, user experience is poor, client's needs are not met by the prototype.	Prototype includes limited functionality, user experience is marginal, some client needs are met, but not all.	Prototype meets the basic needs of the client. Prototype includes full functionality and the user experience is well designed.	Prototype exceeds the needs of the client and the user experience is excellent. Prototype included innovative functionality.
Innovation	Overall solution does not meet the needs of the client. Little or no creativity in designing the solution.	Overall solution meets some of the needs of the client. Some creativity in designing the solution.	Overall solution meets the basic needs of the client. The solution is a creative response to the opportunity.	Overall solution exceeds the needs of the client and incorporates many innovations.
Presentation	Presentation was disorganized. Presentation deck was not well done. Little to no connection with the client.	Presentation was somewhat organized. Slide deck shows some key elements. Team made a partial connection with the client.	Presentation was well organized, Slide deck contained all key elements. Team made a connection with the client.	Presentation was extremely well done, showcasing a full understanding of the client's needs. Team made a significant connection with the client. Slide deck is well done.
Use Cases/Scenarios/Personas	Limited connection between use case, scenario and persona. Use cases are basic and/or missing steps. Scenarios do not represent the use case in the prototype. Personas do not represent the solution accurately.	Some connection between use case, scenario and persona. Use cases are basic and/or missing steps. Scenarios do not represent all of the use cases in the prototype. Personas represent the solution partially.	Connection between use case, scenario and persona is apparent and well demonstrated. Scenarios accurately reflect the use cases in the prototype. Personas provide a good understanding of the users in the solution. Use cases are complete.	Connection between use case, scenario and persona is complete, accurate and well demonstrated with no mistakes. Scenarios are thoughtfully documented and reflet the use cases in the prototype. Personas are almost a perfect match with the client expectations.
Data	Limited or no use of Data Masters. Entities/Attributes are not accurately reflected.	Partial use of Data Masters. Entities/Attributes are partially reflected. Some may be missing from the prototype.	Data Masters are complete. Entities and attributes reflect the solution and are complete in the prototype.	Datas masters are complete and thougtful. Relationships are clear and make sense. Data is completely and accurately reflected in the Prototype.
Business Rules	Limited or no Business Rules	Incomplete or missing Business Rules that do not accurately reflect the solution or the client's needs	Basic set of business rules covering key requirements. Business rules accurately reflect the prototype and the client's needs.	Business rules are clear, concise and cover all of the client's needs. The business rules are reflected in the prototype clearly and demonstrated throughout.