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|  |  | **Rubric - App Presentation - 40 TOTAL POINTS** | logo-teal.png |

## Project-Specific Rubric

|  |  |  |
| --- | --- | --- |
| **Criteria** | **Points**  **Possible** | **Comments** |
| Organized in clear and coherent way | 3 |  |
| The problem is well defined | 3 |  |
| Market research includes specific apps and their citations | 5 |  |
| Paper prototype includes multiple screens with clearly defined screen elements | 5 |  |
| Digital prototype demonstrates response to feedback from paper prototype | 5 |  |
| Demo covers basic functionality and clearly shows how the app should work | 10 |  |
| Reflection shows responsiveness to user feedback | 5 |  |
| Resources are properly cited | 4 |  |

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