

CSCI374-001 Final Group Project – Mobile App Rubric (28 points)

<u>Points:</u>	4	3	2	1	Total
Usability	User can launch and operate mobile app independently - directions clear and simple to follow	User can launch and operate mobile app using directions - directions can be followed	User has difficulty launching and operating mobile app - no directions provided	User cannot determine how to use mobile app - no directions provided	
Appearance	Mobile app is designed very well and is visually appealing	Mobile app is designed well and is generally visually appealing	Mobile app has subpar design and has limited visual appeal	Mobile app is not designed well and has no visual appeal	
Performance	Mobile app performs very well and loads quickly – no issues and very reliable	Mobile app performs well and has an acceptable load time – some minor technical issues	Mobile app loads and performs slow – sometimes crashes	Mobile app crashes often and/or will not run	
Content	Content has a consistent, professional layout and is error-free	Content has a consistent, acceptable layout and may have a few errors	Content has an inconsistent, subpar layout and contains errors	Content has an inconsistent, confusing layout and is riddled with errors	
Engagement	Mobile app keeps user highly motivated and engaged throughout use	Mobile app keeps user motivated and engaged most of the time	Mobile app is somewhat engaging, but user loses motivation after short period of time	Mobile app does not motivate or engage user	
Features	Mobile app includes all proposed features	Mobile app includes most of the proposed features	Mobile app includes some of the proposed features	Mobile app includes few or none of the proposed features	
Views	Mobile app includes all proposed views	Mobile app includes most of the proposed views	Mobile app includes some of the proposed views	Mobile app includes few or none of the proposed views	
				Total:	