## Design process 10%
- Exceptional 100%: The design process shows creativity, structure, and introspection. Following this method, a high quality product will likely result every time.
- Good 90%: Evidence of broad thinking (breadth-first search), and systematic refinement (depth-first search) exists.
- Acceptable 70%: It is clear that the design when through multiple iterations, each of which improving the quality of the design.
- Developing 50%: More than one version of the design is present.
- Missing 0%: Only one design is present.

## Prototype 20%
- Exceptional 100%: The prototype unambiguously describes how each aspect of the design works.
- Good 90%: All the features in the design are described to some degree.
- Acceptable 70%: Prototype capture the key design features but minor details are missing.
- Developing 50%: Flaws in the prototype seriously undermine its effectiveness.
- Missing 0%: Prototype missing.

## Design quality 20%
- Exceptional 100%: All the priority 1 criteria are met and most of the priority 2 criteria are met.
- Good 90%: The target user is likely to be “pleased” with the design and all their needs will be met.
- Acceptable 70%: Minor flaws exist but none are likely to present serious usability issues.
- Developing 50%: Flaws in the design exist that seriously undermine how the user will accept the final product.
- Missing 0%: It is better to start from scratch; few parts of the design can be salvaged.

## Specification: Page 1 20%
- Exceptional 100%: The “page 1” part of the spec completely and concisely capture all aspects of the design.
- Good 90%: All parts of the “page 1” part of the spec are well executed.
- Acceptable 70%: One or more component has a minor flaw but the essence of the design is communicated.
- Developing 50%: Everything is present but a serious flaw exists in one or more component seriously undermine its effectiveness.
- Missing 0%: One or more components of the specification is missing.

## Specification: Detailed Design 30%
- Exceptional 100%: Design is so clear and precise that there is no room for interpretation or confusion.
- Good 90%: Every detail has been worked out and is described in the spec.
- Acceptable 70%: All the design components are described in the spec to some degree.
- Developing 50%: One important aspect of the design is not completely hashed out.
- Missing 0%: No features are described to any degree of detail.

In addition to the above criteria, a penalty will be added for write-ups that suffer from usability issues: grammar or spelling errors, overly verbose, poor formatting choice, difficulty finding important information, etc.