

DESIGN&PITCH CHALLENGE

KEEP IT REAL: RUBRIC

GRADING RUBRIC

	Getting Started	Improving	Good	Excellent
Describe your app.	We did not describe how our app helps users manage their phubbing and we did not describe why our target customers would want to use it.	We described our app and why customers would want to use it. We did not explain how it helps users manage their phubbing.	We described our app and why customers would want to use it. Our description of how it helps users manage their phubbing left out minor details.	We described our app and why customers would want to use it. Our description of how it helps users manage their phubbing was clear and included all necessary details .
Describe how your app collects data on users' phubbing.	We did not describe the data our app will collect or how those data will be collected or what those data tell users about their phubbing.	We described the data our app will collect and how those data will be collected and what those data tell users about their phubbing. Our descriptions were incomplete or unclear.	We described the data our app will collect and how those data will be collected and what those data tell users about their phubbing. Our descriptions left out several minor details.	We described the data our app will collect and how those data will be collected and what those data tell users about their phubbing. Our descriptions were clear and contained all necessary details.
Describe how your app presents data to users.	We did not include our data representation using sample data and we did not describe what it shows and hides about phubbing.	We included our data representation using sample data. We did not describe what it shows and hides about phubbing.	We included our data representation using sample data. Our data representation was useful and informative . Our description of what it shows and hides about phubbing left out several details .	We included our data representation using sample data. Our data representation was useful and informative . Our description of what it shows and hides about phubbing was complete.
Explain how your data representation will help users manage their phubbing.	We did not show, using a sample data, or describe how our representation would help users monitor their phubbing progress.	We described and used sample data to show how our representation would help users monitor their phubbing progress, but both were difficult to interpret .	We described and used sample data to show how our representation would help users monitor their phubbing progress. Both the description and the representation were clear, but left out several minor details .	We described and used sample data to show how our representation would help users monitor their phubbing progress. Both the description and the representation were clear and complete .
Describe how your app will make money.	We did not explain how our app will make money.	We explained how our app will make money. Our strategy for making money was not reasonable .	We explained a reasonable strategy for how our app will make money. Our strategy did not consider how our app will continue to make money over time.	We explained a reasonable strategy for how our app will make money. Our strategy included a plan for how our app will continue to make money over time.