

DESIGN&PITCH CHALLENGE

GOAL TRACKER: Technical Brief Rubric

| | Expectations | Excellent | Good | Improving | Getting Started | Evidence |
|--|---|-----------|------|-----------|-----------------|----------|
| Process (PART 1): Describe Your Team's Design Process | Research Process: We included evidence that our solution was informed by research, evaluation of existing solutions and the needs of our 'users'. | | | | | |
| | Iteration: We shared specific examples of how our solution evolved from our initial ideas. | | | | | |
| | Benefits and Limitations: We described how our solution offers benefits and accounts for limitations in meeting the Challenge. | | | | | |
| | Viability: We demonstrated the viability of our solution using the Key Business Proposition. | | | | | |
| Address Behaviors or Habits (Part 2): How does your product help users address | Behaviors/Habits: We described the behaviors or habits that our goal tracker will help users change. | | | | | |

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| specific behaviors or habits? | Monitoring Progress: We described how our goal tracker will help users monitor their progress towards their goals. | | | | | |
| Visualize Growth (Part 2): How will your goal tracker help users visualize their progress? | Prototype: We provided a prototype of what the users will see as they make progress towards their goals. | | | | | |
| | Sustained Motivation: We explained how our picture or animation will help keep users motivated even when they experience setbacks. | | | | | |
| Build a Function (Part 2): How will you translate information about behavior into the motivating visual? | Variables: We described the variables that will be collected and how they will be quantified to measure the behavior/habit. | | | | | |
| | Function: We created a function that converts measures of the behavior/habit into movement on the progress tracker visual. | | | | | |

