|  | **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. |  |  |  |  |  |
| **Brand Content (Part 2):** What content will your influencer brand produce? | **Genre:**We described the types of stories our brand will publish. |  |  |  |  |  |
| **Social Media Outlet:**We described the plan for distributing our brand to reach our target audience. |  |  |  |  |  |
| **Exemplar Story (Part 2):** Share an example of a story that would be published as part of your brand.  | **Background:**We explained important background information and key takeaways for the context of our story. |  |  |  |  |  |
| **Statistical Analysis:**We analyzed data related to our story to provide evidence for our claims. Our analysis used at least one new variable that we created by combining multiple variables. |  |  |  |  |  |
| **Data Visualizations:**We created data visualizations that help support our conclusions about our scenario. |  |  |  |  |  |
| **Influencing Action:**We described how we will influence our audience to take action. |  |  |  |  |  |