

# DESIGN&PITCH CHALLENGE

TECHNICAL BRIEF RUBRIC:  
BACKED BY DATA

	Expectations	Excellent	Good	Improving	Getting Started	Evidence
<b>Process (PART 1):</b> Describe Your Team's Design Process	<b>Research Process:</b> We included evidence that our solution was informed by research, evaluation of existing solutions and the needs of our 'users'.					
	<b>Iteration:</b> We shared specific examples of how our solution evolved from our initial ideas.					
	<b>Benefits and Limitations:</b> We described how our solution offers benefits and accounts for limitations in meeting the Challenge.					
	<b>Viability:</b> We demonstrated the viability of our solution using the Key Business Proposition.					
<b>Brand Content (Part 2):</b> What content will your influencer brand produce?	<b>Genre:</b> We described the types of stories our brand will publish.					

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	<p><b>Social Media Outlet:</b> We described the plan for distributing our brand to reach our target audience.</p>					
<p><b>Exemplar Story (Part 2):</b> Share an example of a story that would be published as part of your brand.</p>	<p><b>Background:</b> We explained important background information and key takeaways for the context of our story.</p>					
	<p><b>Statistical Analysis:</b> 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.</p>					
	<p><b>Data Visualizations:</b> We created data visualizations that help support our conclusions about our scenario.</p>					
	<p><b>Influencing Action:</b> We described how we will influence our audience to take action.</p>					

