BACKED BY DATA

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|  | **Expectations** | **Excellent** | **Good** | **Improving** | **Getting Started** | **Evidence** |
|  | **Research Process:** |  |  |  |  |  |
|  | We included evidence that our |
|  | solution was informed by |
|  | research, evaluation of existing |
|  | solutions, and the needs of our |
|  | ‘users.’ |
|  | **Iteration:** |  |  |  |  |  |
| **Process (Part 1):**Describe Your | We shared specific examples ofhow our solution evolved from our initial ideas. |
|  |  |  |  |  |  |
| Team’s DesignProcess | **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):** | **Genre:** |
| What content will | We described the types of |
| your influencer | stories our brand will publish. |
| brand produce? |  |



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|  | **Expectations** | **Excellent** | **Good** | **Improving** | **Getting Started** | **Evidence** |
|  | **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. |  |  |  |  |  |

