DESIGN&PITCH
CHALLENGE

TECHNICAL BRIEF RUBRIC: ROUTES REIMAGINED

	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.					
Route Criteria (PART 2): What criteria will users be able to choose from when customizing a route?	**Criteria:** We listed the criteria users will be able to select when planning a route.					

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	Justification: We explained why we chose to include each criterion.					
Prototype (PART 2): What will users see when they use your app to plan a route?	**Maps:** We created at least two prototype maps to show users how to get to an example destination.					
	Customization: In each prototype map, we showed a different way a user might customize it using the available criteria.					
	Possible Routes: In each prototype map, we included at least three possible routes that emphasize the chosen criteria.					
	Criteria: We listed the criteria used to build each route and explained how the routes satisfy those criteria.					

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Trip Information (PART 2): How will your app automatically calculate all relevant trip information for a route?	**Functions - Travel Time:** For each route in our prototype, we provided functions that can be used to automatically calculate the estimated travel time for the full trip and each leg of the trip (if relevant).					
	Functions - Estimated Time of Arrival: For each route in our prototype, we provided functions that can be used to automatically calculate the estimated time of arrival.					
	Functions - Distance: For each route in our prototype, we provided functions that can be used to automatically calculate the total distance of the trip.					
	Assumptions: We explained any assumptions that we used in our estimates and justified why those assumptions are reasonable.					