

Assessment

Semester Assignment (USP)

The assessment criteria below are a concretization of the skill outcomes defined in the course descriptions of the programme description and are adapted to the current assignment.

Your semester assignment will be evaluated against a **set of criteria** to determine if you pass the skill outcomes. We used a grading scale of **A to F** to evaluate criteria and your overall grade that will be listed on your **Noroff Certificate**.

SYMBOL	MARK	EXPLANATION
A	90 - 100	Excellent - excellent achievement, shows insight and ability to interpret and evaluate
B	80 - 89	Very good - very good achievement. Shows ability to work independently and has presented a complete report
C	60 - 79	Good - average achievement which is acceptable for each area
D	50 - 59	Acceptable - achievement below average, with missing information, and an incomplete report
E	40 - 49	Barely good enough - work that achieves the minimum requirements, some information incomplete and/or incorrect
F	0 - 39	Failed - does not satisfy the minimum requirements. Sections missing/badly presented OR report not submitted

Rubric depicting the skill outcome, set of criteria and grading scale of A to F.

SKILL OUTCOMES	CRITERIA	A	B	C	D	E	F
<ul style="list-style-type: none"> Can find information and material that is relevant to the project Masters relevant methods and tools to select the appropriate procedure according to the project scope and user needs Can apply knowledge to solve practical tasks in user experience design with emphasis on user research 	Defined a maximum of three research objectives	✓					
	Described recruitment criteria to find the right people to participate in your research	✓					
	Described research methods to prove or disprove your research objectives	✓					
	Set expected outcomes to help your audience understand what value this research will add to the project	✓					
	Mastered relevant techniques and tools to plan, organise, and facilitate research methods	✓					

	Showcased empathy to the participants, and presented an understanding of how a research study impacts the project and project team holistically, and how the insight gathered is a collaboration and team effort	✓					
	Mastered relevant techniques and tools to document, analyse , and synthesise data to uncover insights	✓					
	Defined strong problem statement(s) for the design challenge	✓					
	Mastered relevant methods, techniques and tools to create personas and scenarios	✓					
	Mastered relevant techniques and tools to document pain points and opportunities into a journey map	✓					
<ul style="list-style-type: none"> Can apply knowledge to solve practical tasks in user experience design with emphasis on ideation 	Applied knowledge of design thinking processes for ideation and planning	✓					
	Applied knowledge to organise, facilitate and document an ideation workshop	✓					
<ul style="list-style-type: none"> Can apply knowledge to solve practical tasks in user experience design with emphasis on wireframing 	Gathered and documented requirements to direct the product design	✓					
	Mastered relevant techniques and tools to develop an information architecture	✓					
	Mastered relevant wireframing techniques, tools and methods to create wireframes	✓					
	Defined design guidelines, principles and motivation for using elements or components	✓					
<ul style="list-style-type: none"> Can study his/her own project and identify possible user experience issues and what measures need to be implemented Can apply knowledge to solve practical tasks in user experience design with emphasis on usability testing 	Mastered relevant techniques and tools to conduct an expert review on your own product	✓					
	Tested the low-fidelity prototype with 3 to 5 people		✓				

	Mastered relevant methods and tools for analysing and presenting data from usability testing with low-fidelity prototype	✓					
	Synthesised raw data to identify potential usability issues and what measures need to be implemented to improve the wireframes	✓					
OVERALL GRADE		A					

Overall feedback

Overall excellent work completed on your Semester Assignment grade. You have followed a solid structure that guides your reader through your thinking process. You have achieved an outstanding result and your mid-fidelity prototype (and high-fidelity mockup) is excellently executed, cannot wait to see how you execute the next steps in your process! The illustrations that you have included throughout your design adds value and creates a great visual balance overall. Your document is well constructed, written and produced. You have clearly illustrated how well you have grasped the core concepts of each stage in the Design Thinking process. You have taken the time to thoroughly produce and include all the **processes, knowledge, insights, techniques and documentations** that you have learnt and applied, reflecting the holistic approach you took to completing the project.

Your prototype is excellently crafted, excellent skills and knowledge showcased on how to craft a solution based on the problem identified! Your solution is well thought through and discussed, taking the users' goals, needs, pain points and motivations into consideration. Using gamification is a great idea, which will keep the user engaged and delighted throughout the experience. The feature of either 'saving' food or donating it to others is a really great feature to have – a 'feel good' feature. Your app solution is really well implemented, and the features definitely solves their pain points (frustration), whilst at the same time, meeting their goals.

Suggestion, you can use the following template to further define your problem statement :

Our **who/customer segment** are **what/problem** because they **why/reason**. If we can solve this problem, it would impact **who/customer** segment positively **by/because** customer benefit. It would also benefit our business **by/because** business benefit.