

Usability Testing of a Web Authoring Tool Rubric
Last Updated November 6, 2013
Total Points: 300

	Exemplary	Acceptable	Unacceptable
Clarity & Style	40 Contains no errors in English grammar. Transitions between ideas are clear. Organization of writing is specified and followed. APA style is accurately followed.	35 Contains minor grammatical error. There are some instances where transitions are missing. There are some areas where the organization of the paper is not clear. There are minor APA errors	0 Unclear and unacceptable and does not follow APA style.
In Team Report: Description of the Web Authoring Tool	60 Provides a thorough and relevant description of the web authoring tool that orients the reader for the usability test and help interpret testing results within the context that the tool is expected to be used.	50 Provides a description of the web authoring tool that orients the reader for the usability test, but may not help interpret testing results within the context that the tool is expected to be used.	0 Does not provide a description of the web authoring tool that orients the reader for the usability test.
In Team Report: Low Cost Usability Testing Methods	60 Provides a description of the low cost usability testing methods in a manner that the reader would be able to replicate the test.	50 Provides a description of the low cost usability testing methods, but some information is missing and the reader may not be able to replicate the test.	0 Does not provide a description of the low cost usability testing methods.
In Team Report: Usability Testing Results	60 Provides a relevant and thorough description of the testing observations and the conclusions based on the	50 Provides a description of the testing observations and the conclusions based on the observations that may raise questions to	0 Does not provide a description of the testing observations and/or the conclusions based on the observations that may

	observations that supports the recommendations for future design improvements.	the reader how the results support the recommendations for future design improvements.	raise questions to the reader how the results support the recommendations for future design improvements.
In Individual Reflection: Quality of Reflections	30 Reflection statements are clear, supported by experiences from project and connections made to course readings and discussions.	20 Reflection statements are clear, but not supported by experiences from the project.	0 No reflection statements are provided.
In Individual Reflection: Demonstration of Understanding Related to Online Collaboration and Usability Testing	30 Discussions related to online collaboration and usability testing show in depth understanding of both topics supported by experiences from project and/or course discussions and readings.	20 Discussions related to online collaboration and usability testing are provided.	0 No discussion of online collaboration and usability testing.
Peer Evaluation Score	Maximum of 20 Points		

*Please note the points associated to each of the three descriptions of criteria are not absolute. You may be assigned to a specific category, but earn a different point value that is between two categories.