

# Final Project Rubric

No screens



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COMS 6998  
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Say your name



Due Thursday  
Dec 13<sup>th</sup> at 11:59pm

On Courseworks

# Project Grading – 20% of your overall grade

- 100 points
  - 20 pts: Idea - does it meet a specific user need.
    - 10: has an idea, but it's not specific enough to solve
    - 15: has a specific idea, but the UI doesn't have a visual signal that it's done
    - 20: has a specific idea and users can see in the app whether or not it is accomplished.
  - 40 functionality
    - 0 just has wireframes
    - 10 some stuff kinda works
    - 20 one main piece of functionality works
    - 30 main piece of functionality works and a handful of other features that support the main task.
    - 40 main + supporting functionality works, Users can accomplish their specific goal thru the app (or know they failed).
  - 40 graphic design
    - 0 no graphic design (like Columbia Class Directory)
    - 10 minimal graphic design – just basic bootstrap layout
      - Uses one or two principles
    - 20 Has primary graphic design (layout, guiding attention)
      - Uses some, perhaps not all the elements, or not consistently used across the site.
    - 30 Good primary graphic design (layout, guiding attention) + some secondary design
      - Has some secondary design elements, but flawed or inconsistent.
    - 40 consistent use of graphic design to direct user's attention for primary and secondary actions
      - Uses conceptual grouping, whitespace throughout the site

Grade = 30/100

Criteria:

1. Addresses a specific user needs?

10 – has an idea (“search classes”) but not specific enough

You can’t visibly tell when the real goal is satisfied.

2. Functionality?

20pt. Primary goal is met – find a class.

3. Graphic design guide user?

0 pts.

Directory of University  
Columbia Classes

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Grade = 90/100

### Criteria:

## 1. Addresses a specific user needs?

10 – find a synonym for design

BUT can't tell when it's done. (need to define a more specific goal)

## 2. Functionality?

40pt. Primary goal is met – find a class.

You can also do secondary searches.

### 3. Graphic design guide user?

40 pts.

Dictionary.com
Thesaurus.com

Thesaurus.com

synonyms
▼
design

design

[see definition of design](#)

noun sketch, draft

noun artful conception

noun intention

verb plan, outline

verb create, conceive

verb

Relevance

A-Z

Length

+

Synonyms for design

noun sketch, draft

architecture

arrangement

composition

construction

drawing

form

idea

layout

map

method

model

pattern

picture

plan

scheme

study

blueprint

chart

comp

conception

constitution

delineation

depiction

diagram

doodle

dummy

formation

makeup

outline

paste-up

perspective

tracery

tracing

treatment

Word Origin & History

1540s, from Latin designare "to mark out, to designate," from de- "out" (see de-) + signum "a mark, sign" (n.). Originally in English meaning now attached to many modern uses of design, the word has many metaphoric extensions. [Design](#); [designing](#).

# Grade = 100/100

## Criteria:

### 1. Addresses a specific user needs?

20 – find and watch a movie in a foreign language

### 2. Functionality?

40pt. Helps the user meet their need –  
Can play the movie right away!

### 3. Graphic design guide user?

40 pts.

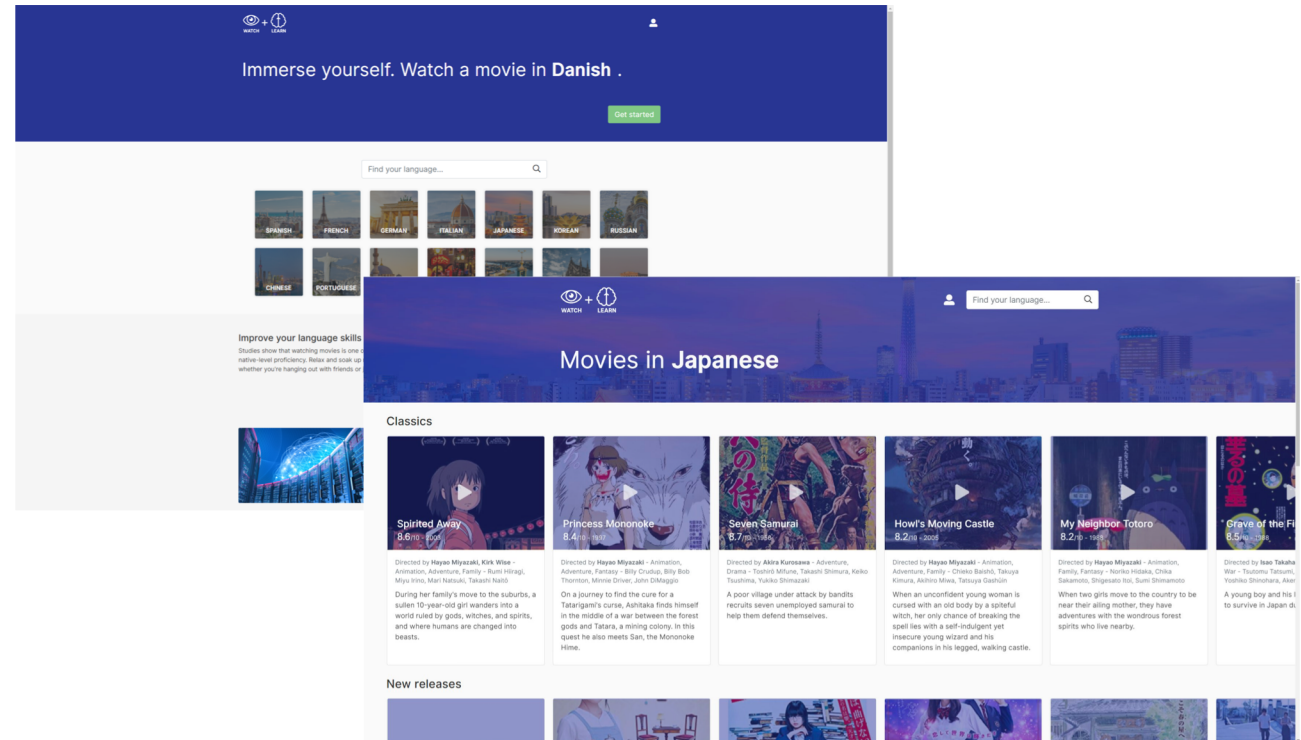
Nice big pictures. (primary)

Layout groups movies by type.

(primary)

Picture of city in background

(secondary)



# Final Project: What to turn in

- **A write up**
  - What's the specific user goal?
  - What is the concrete steps they take to achieve it.
    - Take a screen shot and say what the user does
    - And what graphic design elements guide them to do it. (the next slides give an example of that.)
- **A video** of the user accomplishing their goal
- **Your code**
  - We will only run your code as a last resort!

Specific user goal:  
Allow users to buy the most *comfortable*  
flight to/from their destination

Note: just allowing the user to find a flight is not specific enough.  
Adding the extra dimension of search by comfort adds a UI dimension and add value to users.

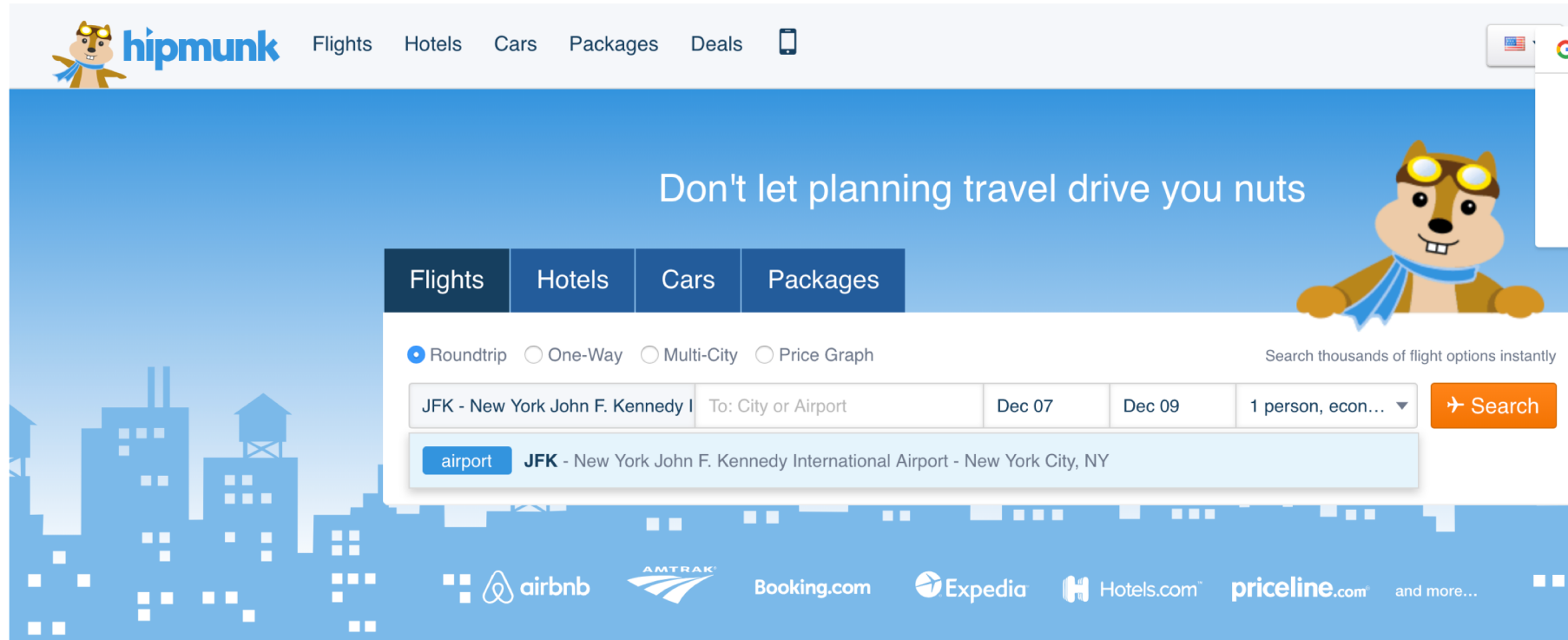


**Primary functionality:** the user types their starting/ending airports.

**Secondary functionality:** As they type, autocomplete suggests viable options.

**Primary graphic design:** there is one search field with the most important information and a big orange “go” button

**Secondary graphic design:** the background is an image that evokes travel. The mascot is cute.



The screenshot shows the Hipmunk website interface. At the top, there's a navigation bar with the Hipmunk logo (a squirrel wearing goggles and a scarf) and links for Flights, Hotels, Cars, Packages, and Deals. Below this is a large blue banner with the text "Don't let planning travel drive you nuts" and a large illustration of the Hipmunk mascot. In the center, there's a search form with tabs for Flights, Hotels, Cars, and Packages. The Flights tab is selected. The form includes radio buttons for Roundtrip (selected), One-Way, Multi-City, and Price Graph. Below these are input fields for the origin (JFK - New York John F. Kennedy International Airport), destination (To: City or Airport), departure date (Dec 07), return date (Dec 09), and passenger information (1 person, economy). A large orange "Search" button is on the right. Below the search fields, there's a dropdown menu showing suggestions, with "airport" selected and "JFK - New York John F. Kennedy International Airport - New York City, NY" as the first option. At the bottom, there's a row of partner logos: Airbnb, Amtrak, Booking.com, Expedia, Hotels.com, and Priceline.com, followed by "and more...".

Chat with Hello Hipmunk™



**Primary functionality:** the user types their starting/ending dates.

**Secondary functionality:** As they type, autocomplete suggests viable options.

**Primary graphic design:** the UI uses a calendar displaying the current and next month by default.

**Secondary graphic design:** the date range is highlighted and the first and last dates are emphasized.

The screenshot shows a flight booking interface. At the top, there are tabs for "Flights", "Hotels", "Cars", and "Packages". Below these, there are radio buttons for "Roundtrip" (selected), "One-Way", "Multi-City", and "Price Graph". To the right, it says "Search thousands of flight options instantly".

The main search area contains two input fields for origin and destination: "JFK - New York John F. Kennedy I" and "SFO - San Francisco International". To the right of these are two date pickers: "Dec 6" and "Dec 21". Further right is a dropdown for "1 person, econ..." and an orange "Search" button with a plane icon.

Below the search area, there is a section "Compare flights on these travel sites:" with checkboxes for "Flightsbank", "Alaska Airlines", "Expedia", "Priceline", "StudentUniverse", and "LadyBug.com".

A calendar overlay is displayed in the foreground, showing "December" and "January". The dates are arranged in a grid. The date "Dec 6" is highlighted with a blue arrow pointing to it from the left. The date "Dec 21" is also highlighted with a blue arrow pointing to it from the left. The calendar has navigation arrows at the top and bottom.

At the bottom of the calendar overlay, there is a blue bar with the text "Flexible dates? Click and drag to search multiple days (max 3)".

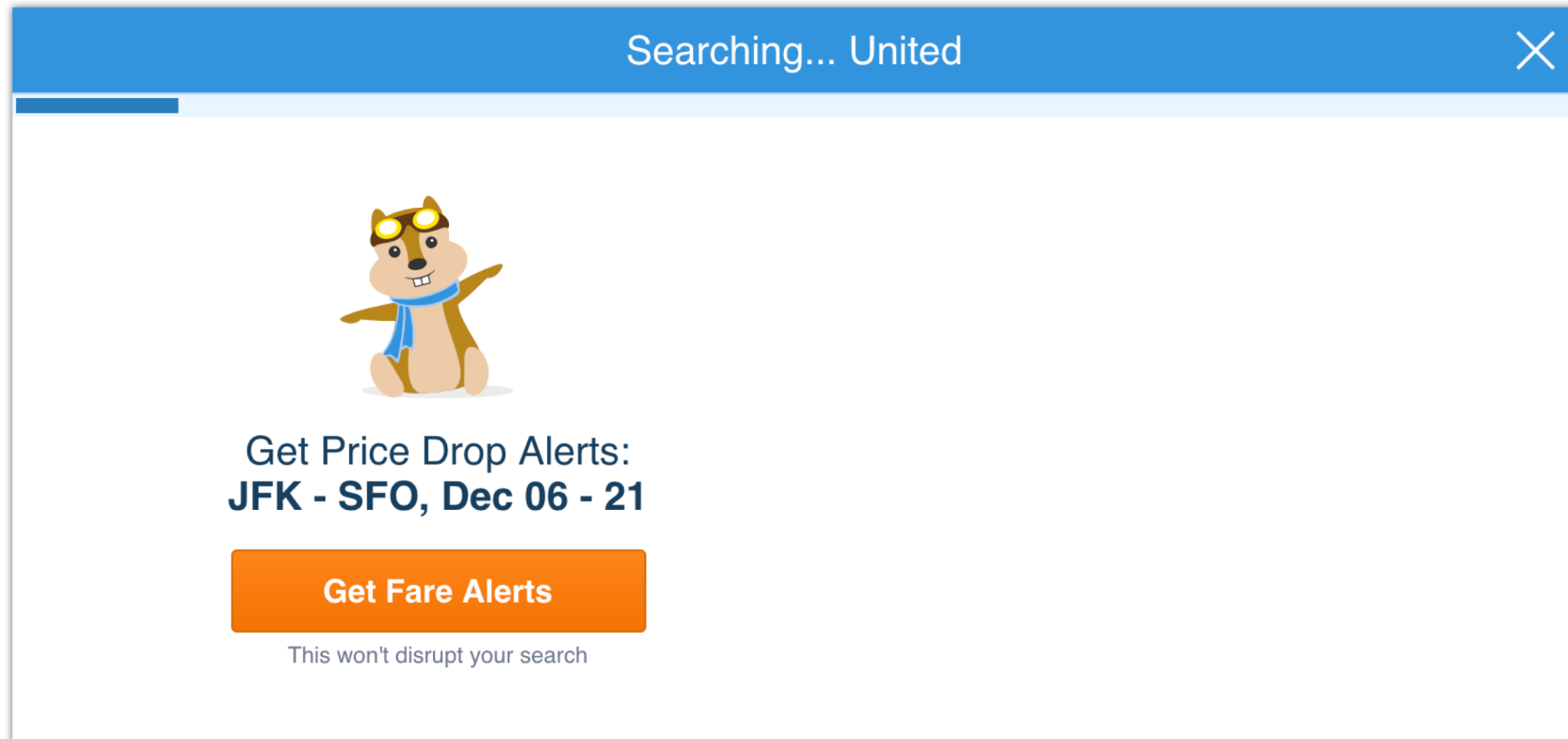
In the background, there are logos for "airbnb" and "AMTRAK". At the bottom left, there is a section titled "Chat with Hello" and "to book your ne", followed by the text "Discover and book trips" and "travel assistant on Facek".

**Primary functionality:** waiting screen shows the computer is working with animation

**Secondary functionality:** shows progress bar so the user knows how long to wait

**Primary graphic design:** a popup occurs and the rest of the screen goes grey (to indicate it is inactive).

**Secondary graphic design:** mascot is dances.

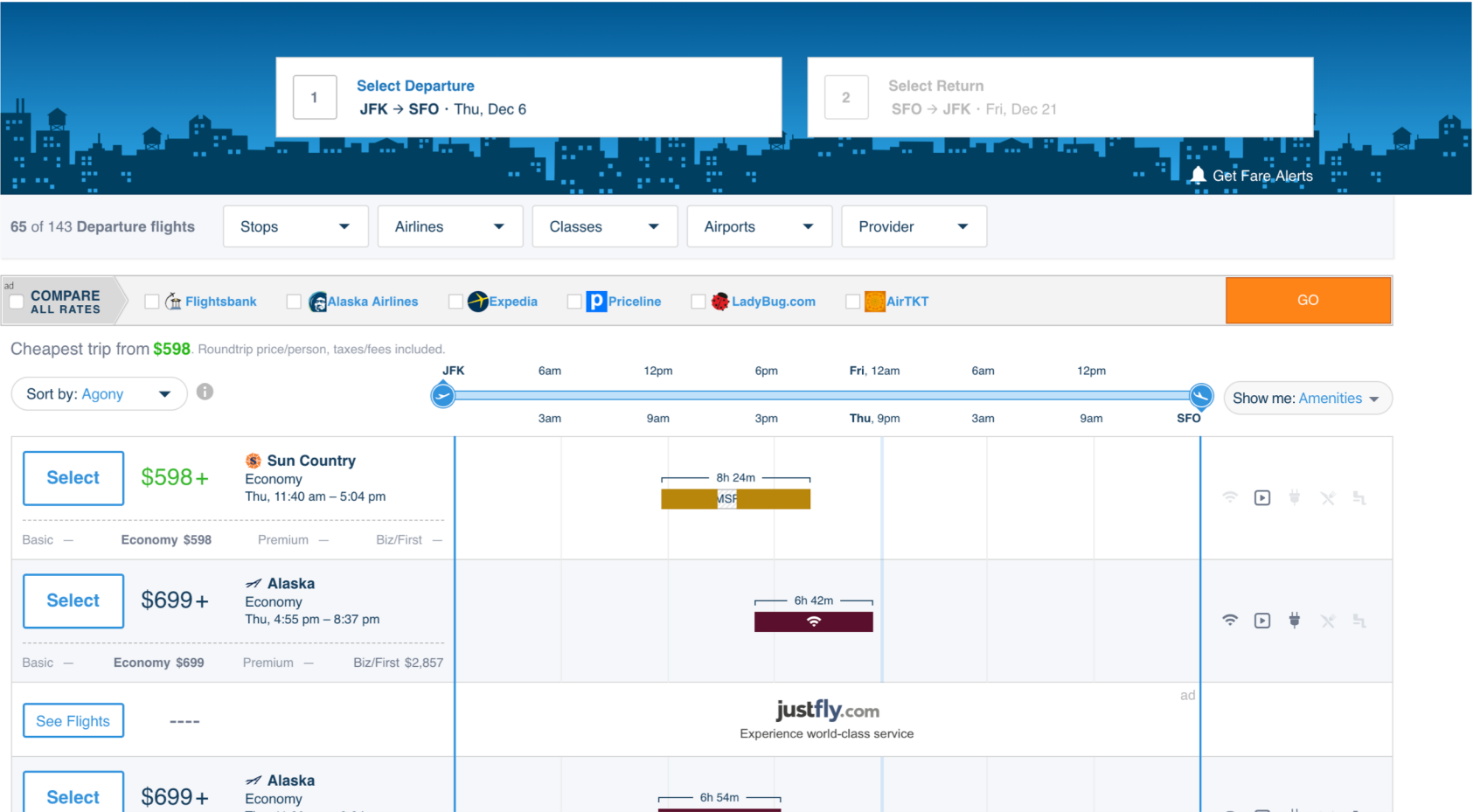


**Primary functionality:** shows the list of results highlighting price AND visualizing the “agony”

**Secondary functionality:** sliders that let you narrow the search

**Primary graphic design:** shows time ranges on a timeline, uses green text and white background to emphasize the best option

**Secondary graphic design:** indicates actual flight duration (in hours), shows layovers and their location, indications wifi.



- Primary functionality:** has “book now button”
- Secondary functionality:** shows the cheapest price in green.
- Primary graphic design:** book button is ORANGE and then some!
- Secondary graphic design:** shows additional price and total price to help decide if additional cost is “worth it” for less agony.

ad

COMPARE ALL RATES

☐ Flightsbank

☐ Alaska Airlines

☐ Expedia

☐ Priceline

☐ LadyBug.com

☐ AirTKT

GO

Cheapest trip from **\$598**. Roundtrip price/person, taxes/fees included.

Sort by: Agony

SFO

12pm

Sat, 12am

12pm

Sun, 12am

JFK

Show me: Amenities

<div>Book</div> <div><div>+\$0</div><div>Total:\$598</div></div> <div><div>Alaska</div><div>Economy</div><div>Fri, 7:35 am – 10:30 pm</div></div> <div>Basic — Economy \$598 Premium — Biz/First —</div>	<div>11h 55m</div> <div><div><div></div></div><div>PSP</div><div><div></div></div></div>				<div><div></div><div></div><div></div><div></div><div></div></div>
<div>Book CheapOair</div> <div><div>+\$104</div><div>Total:\$701</div></div> <div><div>JetBlue</div><div>Economy</div><div>Fri, 6:20 am – 2:48 pm</div></div> <div>Basic — Economy \$701 Premium — Biz/First —</div>	<div>5h 28m</div> <div><div><div></div></div></div>			<div>View Trip Summary</div>	<div><div></div><div></div><div></div><div></div><div></div></div>

The user goal is achieve. They decide to buy the \$701 Jet Blue flight that is \$104 more, but is only 5h28m and Starts and ends at times which are pleasant to be awake at.