

Area	Advanced (4)	Proficient (3)	Basic (2)	Below Basic (1)
Empathy TAG 1 & 2	10 or more high quality / open ended interview questions are written. They include questions from each portion of a standard interview.	10 or more questions are written with a majority being open ended and appropriate for the designated interviewee.	8 or more questions are written with some being open-ended and appropriate for the designated interviewee. Flow & empathy are lacking.	The designer puts little effort in writing interview questions and does not meet the minimum of 10.
Interviews TAG 3-5	Evidence suggests that three complete interview from a variety of users were completed. Notes from the interviews are thorough, accurate, and organized.	Evidence suggests that 3 complete interviews from a variety of users were completed. Notes from at least 2 interviews are thorough, accurate and organized.	Evidence suggests that 2 complete interviews were completed. Notes from at least 1 interview are thorough, accurate and organized.	The designer puts little effort in conducting interviews and is missing interviews, notes or has multiple inaccuracies.
Insights TAG 6-8	The designer effectively utilizes evidence from interviews to identify lessons learned. The lessons are integrated with an individual perspective as a "Problem Statement."	The designer has written 3 lessons learned and an accurate problem statement, but does not utilize evidence from the interviews or integrate with an individual perspective.	The designer has written lessons learned and a problem statement, but is lacking detail or insight.	The designer significantly lacks quantity of obstacle ideas for tag 9.
Ideation TAG 9	The designer brainstorms more than 9 varying obstacle ideas that meet the needs identified in tag 8.	The designer brainstorm 9 obstacle ideas.	The designer lacks quantity of ideas on tag 9.	The designer significantly lacks quantity of obstacle ideas for sticker 9.
Feedback A TAG 11-13	The designer coherently summarizes feedback from 3 sources.	The designer coherently summarizes feedback from 2 sources.	The designers coherently summarizes feedback from 1 source.	Feedback is incoherent or missing.
Prototype TAG 14	The prototype meets the needs defined in sticker 8, and accounts for a variety of the components of the define statement.	The prototype meets the needs dived in tag 8, and is rooted in user empathy.	The prototype meets the needs defined in sticker 8, but is limited in scope of application.	The prototype does not meet the needs defined in sticker 8 and is irrelevant to the challenge.
Feedback B TAG 16-18	The designer coherently summarizes feedback from 3 sources.	The designer coherently summarizes feedback from 2 sources.	The designers coherently summarizes feedback from 1 source.	Feedback is incoherent or missing.
Iteration TAG 19 & 20	The designer utilizes a variety of feedback to make and document improvements made to the prototype.	The designer documents iteration based on one specific item of feedback.	Improvements are made, but not based on feedback or documented coherently.	No improvements to the prototype are made, or the document is missing.

1**EMPATHY**

Become an expert about video game levels. Talk to at least three people from a variety of perspectives who are involved. Note your research.

2**10 Possible Interview Questions****3****SOURCE #1 NOTES**

Name _____

4**SOURCE #2 NOTES**

Name _____

5**SOURCE #3 NOTES**

Name _____

6**3 Biggest Lessons Learned****7****DEFINE**

Define the challenge you have taken on based on what you have learned. Write a statement that provides focus and frames the problem.

8**Based on what I've learned about the needs of my users, I need to design a game that...****9****IDEATE**

Generate obstacles that meet the needs you wrote in the define step. Capture your brainstorm in your notebook. You should have at least 12 ideas.

10**FEEDBACK A**

Get feedback on your ideas from at least 3 other people. Have them imagine they are the character. Write the names & comments below. Ask: *"What worked?" "What didn't work?" "How can I make these more fun?"*

11

FEEDBACK A #1 NOTES

Tester _____

16

FEEDBACK B #1 NOTES

Tester _____

12

FEEDBACK A #2 NOTES

Tester _____

17

FEEDBACK B #2 NOTES

Tester _____

13

FEEDBACK A #3 NOTES

Tester _____

18

FEEDBACK B #3 NOTES

Tester _____

14

PROTOTYPE

Represent your ideas in a way that can be shared and tested with others. Based on your brainstorming and feedback that users have given you on your ideas, make a full prototype on the Bloxels game board, then capture it using the Bloxels app.

19

ITERATE

Improve your game based on what you learned from the real-world testing. *What parts of your ideas worked? What parts didn't?* Revisit and change as necessary.

15

FEEDBACK B

Have 3 people play your game. Get feedback on your prototype. Write the names & comments below. Ask: *"What worked?" "What didn't work?" "How can I make this more fun?"*

20

In your 2 changed? What stayed the same?