

Usability Testing of a Web Authoring Tool Rubric
Last Updated August 17, 2012
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.
Description of the Web Authoring Tool	80 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.	75 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.
Low Cost Usability Testing Methods	80 Provides a description of the low cost usability testing methods in a manner that the reader would be able to replicate the test.	75 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.
Usability Testing Results	80 Provides a relevant and thorough description of the testing observations and the conclusions based on the	75 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.
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.