

Sample LAUNCH Cycle / Design Thinking Rubric

scoring: description

+	Exceeds Expectation
✓	Meets Expectation
△	Approaches Expectation
⊘	Missing

scoring: optional quantification

+	4/4
✓	3.5/4
△	2.5/4
⊘	0/4

Look, Listen, and Learn - (Gain empathy) - Score _____

Missing	Approaches Expectation	Meets Expectation	Exceeds Expectation
Little to no description of user empathy	Limited descriptions of user empathy with few insights or needs included	User empathy is expressed through descriptions of human emotions, physical necessities, including insights and/or needs on the part of the user	Rich descriptions of user empathy, including a variety of insights and deep needs

Ask lots of questions - (Define the problem) - Score _____

Missing	Approaches Expectation	Meets Expectation	Exceeds Expectation
The original challenge is not re-framed	The original challenge is not clearly reframed. Needs are incorrectly stated as nouns	The original challenge is clearly re-framed around a user where needs are stated as verbs to describe an activity or desire for an area where that user needs help	In addition to ✓ re-framing is compelling and contains novel needs

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Understand the information - (Research) - Score _____

Missing	Approaches Expectation	Meets Expectation	Exceeds Expectation
Identified no appropriate sources in any format.	Identified a few appropriate sources but made little attempt to balance format types.	Identified mostly appropriate sources in a variety of formats (books, journals, electronic sources).	Identified highly appropriate sources in a variety of formats (books, journals, electronic sources).

Navigate ideas - (Ideate) - Score _____

Missing	Approaches Expectation	Meets Expectation	Exceeds Expectation
Few ideas generated	Convergent thinking results in a limited range of ideas and concepts.	Divergent thinking results in a large range of ideas and concepts. Selecting a few ideas and concepts to move forward with that represent that diversity	In addition to ✓ there is an overwhelming amount of ideas ranging from very practical to very difficult (if not impossible) to implement

Creation - (Prototype) - Score _____

Missing	Approaches Expectation	Meets Expectation	Exceeds Expectation
Little or no prototyping accomplished	Prototyping provides partial solution for a user's needs. Little or no iteration	Prototyping provides a solution for needs including a record of iterations moving from low to high resolution of the prototype describing what	In addition to ✓ prototypes are tested in a thorough, engaging manner

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		was learned from each test	
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Highlight - (Storytelling) - Score _____

Missing	Approaches Expectation	Meets Expectation	Exceeds Expectation
Team is unable to tell a story about their solution	Team can describe their solution with some connection to P.O.V. and/or empathy	Team can link prototyping, P.O.V., and empathy expressed for a user	Team tells a captivating/engaging story that ties together prototyping, P.O.V., and empathy expressed for a user

Team - Score _____

Missing	Approaches Expectation	Meets Expectation	Exceeds Expectation
Teamwork non-existent.	Team functions as a whole most of the time. Some members are more engaged than others	Team functions as a whole with all members contributing	In addition to ✓ members work to encourage and teach one another