

Reviewer: Julio Frias

- 3: Above Average – exceptional
- 2: Expectation – fulfills all the requirements
- 1: Below Average – poorly obeys the requirements with several omissions
- 0: Not Acceptable – does not comply with requirements

Customer Experience (CX) is the sum of all experiences a customer has with a supplier of goods or services, over the duration of their relationship with the supplier.

User Experience Design (UXD or UED) is the process of enhancing user satisfaction by improving the usability, accessibility, and pleasure provided in the interaction between the user and the product.

1- Exhibit Name:

#	ID Rubric	Score 0-3
1	<u>User-centric</u> – Does the student identify the “User” and understand the different learning styles of the identified user? Understand the market in which the identified user lives and works?	2
2	<u>Unified Approach</u> - Does the student create a “unified approach” of the learning experience design?	3
3	<u>Learning Experience</u> - Does the student create a “Customer Centric” approach, which meets the needs and wants of the identified user?	3
4	<u>Innovation</u> – Did the student demonstrate innovative ideas in both design and fabrication of the learning experience models?	3
5	<u>Booklet</u> : Is the booklet well designed and show a unified approach to the Learning Experience?	3
6	<u>Presentation</u> : Does the student explain their approach to the Learning Experience in a clear professional manner?	3
	TOTAL	17

Comments:

The Project is well addressed and the objectives are well defined. It is very clear and able to be developed. What is important to consider is the place and the space for the project .

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Comments:
