

Persona rubric

Standard	High	Medium	Low
Data sources	<p>The persona is based on real observations, interviews, and research; fictional elements are warranted based on data gathered</p> <p>(6 points)</p>	<p>The persona is mostly based on real observations, interviews, and research, but fictionalized elements are slightly unwarranted based on data gathered</p> <p>(3 points)</p>	<p>Little of the persona is based on real observations, interviews, and research; it is mostly speculation and unwarranted based on the data gathered</p> <p>(1 point)</p>
Complete	<p>The persona includes at least some qualitative or quantitative information in all the components in the template</p> <p>(6 points)</p>	<p>The persona includes at information in most of the components in the template</p> <p>(3 points)</p>	<p>The persona includes at information in few of the components in the template</p> <p>(1 point)</p>
Clear	<p>The reader can clearly imagine this persona and the learner group they are meant to represent. It is clear how this persona differs from other learner groups</p> <p>(6 points)</p>	<p>The reader can somewhat imagine this persona and the learner group they are meant to represent, or there is some minimal confusion regarding how this persona differs from other learner groups</p> <p>(3 points)</p>	<p>The reader cannot imagine this persona and the learner group they are meant to represent. It is not clear at all how this persona differs from other learner groups</p> <p>(1 point)</p>
Compelling	<p>The persona communicates why this is an important learner group to support</p> <p>(7 points)</p>	<p>The persona may not fully communicate why this is an important learner group to support</p> <p>(4 points)</p>	<p>The persona fails to communicate why this is an important learner group to support</p> <p>(1 point)</p>