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|  | **Excellent** **5 pts** | **Great** **4 pts** | **Good** **3 pts** | **Fair** **2 pts** | **Poor** **1 pts** |
| **Where**  Defining the Problem | Excellent  Author describes in great detail where a specialty vending machine might be helpful and why it would be helpful in this location. | Great  Author describes in detail where a specialty vending machine might be helpful and why it would be helpful in this location. | Good  Author describes in some detail where a specialty vending machine might be helpful but not why it would be helpful in this location. | Fair  Author vaguely describe where a specialty vending machine might be helpful or why it would be helpful in this location. | Poor  Author does not describes where a specialty vending machine might be helpful and why it would be helpful in this location. |
| **What**  Defining the problem | Excellent  Author describes in great detail what items the vending machine would dispense and how the items would be dispensed (for example - how many) | Great  Author describes in detail what items the vending machine would dispense and how items would be dispensed. | Good  Author describes in little detail what is being dispensed or how items or being dispensed. | Fair | Poor  Author does not describe what is being dispensed or how the items are being dispensed. |
| **How**  Defining the problem | Excellent  Author describes in great detail how the vending machine would work. | Great  Author describes in detail how the vending machine would work. | Good  Author vaguely describes how the vending machine would work. | Fair | Poor  Author does not describe how the vending machine would work. |
| **Who**  Defining the problem | Excellent  Author describes in great detail who the customers would be. | Great  Author describes in some detail who the customers would be. | Good  Author vaguely describes who the customers would be. | Fair | Poor  Author does not describe who the customers would be. |
| **Enter Title**  Criteria & Constraints | Excellent  Criteria and constraints are considered in order for the vending machine to be successful. For example refrigeration for food times located where target customers pass. | Great  Criteria or constraints are considered in order for the vending machine to be successful. | Good | Fair | Poor  Criteria and constraints are not relevant and/or are not explained. |
| **Enter Title**  Grammar & Spelling | Excellent  Author makes no errors in grammar or spelling that distract the reader from the content. | Great  Author makes 1-2 errors in grammar or spelling that distract the reader from the content. | Good  Author makes 3-4 errors in grammar or spelling that distract the reader from the content. | Fair | Poor  Author makes more than 4 errors in grammar or spelling that distract reader from the content. |