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