Discussion Rubric

Criteria	Novice	Competent	Proficient
Effectiveness of original post Weight 30.00%	Uses parts of industry template in the creation of checklist. Does not effectively summarize visit. Clear understanding of positive client experience not demonstrated.	Uses personal experience and industry template in the creation of checklist. Introduces new ideas and questions. Summarizes visit. Identifies some key client experience factors.	Uses industry template and personal experience, reflection, references to text and additional research in creation of checklist. Introduces new ideas and questions. Effectively summarizes visit. Identifies many client experience indicators.
Effectiveness of replies Weight 20.00%	does not respond critically to at least 2 other participants	responds critically to 2 other participants	responds critically and adds valuable information or questions to 2 other participants, inspires others
Quantity of writing Weight 25.00%	Less than 250 words	Approximately 250 words	Over 250 and up to 500 words
Quality of writing Weight 25.00%	Writing is more suited to texting, grammatical and spelling errors impede understanding	Clear, concise writing, few spelling and grammatical errors	Clear, concise writing, no spelling or grammatical errors

Sample Industry ranking

https://www.jdpower.com/business/digital-customer-experience

https://gem.cbc.ca/media/marketplace/s48e11