

1) Positioning Statement

- **Maximum Points**: 5
- **Requirements**:
 - Target customer
 - Statement of need or opportunity
 - Product category
 - Statement of key benefit
 - Statement of primary differentiation

2) Personas Brainstorming

- **Maximum Points**: 5
- **Requirements**:
 - Unordered list with at least 5 personas.
 - Ordered list with at least 5 personas (need not contain all from list 1).
 - Explanatory notes on what personas are and why they're ordered.

3) Persona Screener

- **Maximum Points**: 5
- **Requirements**:
 - A clearly identified persona.
 - One or two factual screening questions to definitively identify the persona.
 - A definitive threshold for the response or responses.

4) Problem Scenario, Alternatives, Proposition Trios

- **Maximum Points**: 5
- **Requirements**:
 - At least two defined problem scenarios/jobs-to-be-done.
 - Current alternatives for all of the above.
 - Value propositions for all of the above.

5) Epic Story

- **Maximum Points**: 5
- **Requirements**:
 - Epic story declared above the table with the child stories.
 - The story has all three clauses.
 - The epic describes a functional interaction with the software.

6) Storyboard

- **Maximum Points**: 5
- **Requirements**:
 - Describes the related epic story.
 - Artistically describes the users' thoughts and actions with words and pictures.
 - Includes at least three panels.

7) Child Stories

- **Maximum Points**: 5
- **Requirements**:
 - There are at least two child stories.
 - At least two stories that have all three clauses.
 - The stories detail the epic; their details follow naturally from what's described in the epic and the storyboard.