

# Peer Review Template

(Product Analytics & AI)

## NOTES:

- 1) To make yourself an editable copy of the template, go to the 'File' menu and then use either 'Make a copy' or 'Download As'.

## For the Peer Reviewer

While you may not be familiar with the particular company or domain, go as far as you can toward putting yourself in the shoes of the project sponsor or whoever will be the ultimate user of the team's work. Do you understand its focus? Is it actionable? Can you see a clear path to continue it, driving valuable outcomes for the firm?

## Part 1: Positioning Statement

Please replace the brackets (example [0-5]) with your assessment of your peer's work as the rubric describes. Then use the bottom section for qualitative feedback.

As a reminder, the format for a complete positioning statement is:

For (target customer) who (statement of the need or opportunity), the (product name) is a (product category) that (statement of key benefit – that is, compelling reason to buy). Unlike (primary alternative), our product (statement of primary differentiation).

Element	Criteria	Score
Positioning Statement		Select: [0-5]
	Includes all of the following: 1. Target customer 2. Statement of the need or opportunity 3. Product category 4. Statement of key benefit – that is, compelling reason to buy 5. Primary alternative 6. Statement of primary differentiation).	5
	Includes 5 or fewer of the elements above	4
	Includes 3 or fewer of the elements above	3

	Is missing or includes none of the elements above	0
Notes on the Positioning Statement	[I might better understand the subject company better if ...]	

## Part 2: Sketch a Demand/Value Hypothesis

Please replace the brackets (example [0-5]) with your assessment of your peer's work as the rubric describes. Then use the bottom section for qualitative feedback.

Element	Criteria	Score
Demand/Value Hypothesis		Select: [0-5]
	Includes all of the following: <ol style="list-style-type: none"> <li>1. Job to be Done description</li> <li>2. The Job to be Done is <i>not</i> a solution but rather a fundamental job/need/habit/desire</li> <li>3. Alternative is description</li> <li>4. The alternative is understandable and clearly links to the Job to be Done</li> <li>5. Value Proposition description</li> <li>6. The Value Proposition is in the testable form 'If we [do x] for [y customer] then they will [respond in z way].'</li> </ol>	5
	Includes 5 or fewer of the elements above	4
	Includes 4 or fewer of the elements above	3
	Is missing or includes none of the elements above	0
Notes on Demand/Value Hypothesis	[I might better understand the hypothesis the team wants to test if ...]	

## Part 3: Design a Testable Solution for Your Value/Demand Hypothesis

Please replace the brackets (example [0-5]) with your assessment of your peer's work as the rubric describes. Then use the bottom section for qualitative feedback.

Note: If there are epics in your peer's submission, please grade the best/most complete epic + child story set.

Element	Criteria	Score
Epic Story	SCORE	[0-5]
	Includes all of the following: <ol style="list-style-type: none"> <li>1. Epic story declared above the table with the child stories</li> <li>2. The story has all three clauses (As a [persona], I want to [do something], so that [realize a reward]).</li> <li>3. The epic describes a functional interaction with the software which is (roughly) at the right level of detail</li> <li>4. The epic (roughly) summarizes the arc of the child stories that follow</li> </ol>	5
	Includes three of the above	4
	Includes two of the above	3
	No material	0
Child Stories	SCORE	[0-5]
	Includes all of the following: <ol style="list-style-type: none"> <li>1. There are at least two child stories</li> <li>2. At least two stories that have all three clauses (As a [persona], I want to [do something], so that [I can achieve a certain reward]).</li> </ol>	5

	3. The 'reward' in the third clause of the stories is testable- you can see how you would put a prototype that implements the story in front of a test subject, ask them to try to do something with it, and then observe if they do it 4. The stories detail the epic; their details follows naturally from what's described in the epic	
	Includes three of the above	4
	Includes two of the above	3
	No material	0
Notes on the User Stories	[I might better understand the experience(s) you want to provide for the user if ...]	

Element	Criteria	Score
Analytical Questions & Answers		Select: [0-5]
	Includes all of the following: 1. Clear analytical questions for each user story 2. Metrics for the above 3. Metrics clearly answer the questions 4. Metrics look codeable/configurable in a tool like Google Analytics'	5
	Includes 3 or fewer of the elements above	4
	Includes 2 or fewer of the elements above	3
	Is missing or includes none of the elements above	0
Notes on Analytical Questions & Answers	[I might better understand the hypothesis the team wants to test if ...]	