Peer Review Template

(Managing an Agile Team)

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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: Focal Questions

1. What's important to this business? Why? How is it measured with regard to customer/user behavior?

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
Charter Question/Answer #1		Select: [0-5]
	Includes all of the following: 1. Customer Segments (BM Canvas & CI Canvas) 2. Value Propositions (BM Canvas)/ Problem Scenarios (CI Canvas) 3. Customer Relationships (BM Canvas)/ Big Innovation Goals (CI Canvas) 4. Channels (BM Canvas)/ Innovation Metrics (CI Canvas) 5. Storyboard (optional) -OR- 6. Clear notes on how the items above (1-4) answer the focal question	5
	Includes 3 or fewer of the elements above	4
	Includes 1 or fewer of the elements above	3
	Is missing or includes none of the elements above	0
Charter Question/Answer #1	[I might better understand the subject company's focal points better if …]	

2. For which problem scenarios/jobs-to-be-done should we test new propositions?

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
Charter Question/Answer #2		Select: [0-5]
	Includes all of the following: 1. Job to be Done description 2. The Job to be Done is *not* a solution but rather a fundamental job/need/habit/desire 3. Value Proposition description 4. The Value Proposition appears testable	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
Charter Question/Answer #2	[I might better understand the team's topical focus better if …]	

3. How will we define and measure success?

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
Charter Question/Answer #3		Select: [0-5]
	Includes all of the following: 1. Job to be Done 2. Definition of success 3. Description of how success will be measured	5
	Includes 2 or fewer of the elements above	4
	Includes 1 or fewer of the elements above	3
	Is missing or includes none of the elements above	0
Charter Question/Answer #3	[I might better understand the team's definition of success better if …]	