Industry Project - Part 1

Task	Weightage	Meets Expectations	Does Not Meet Expectations
Task 1 Market Sizing	5%	• The target market and the core target audience for the product have been correctly identified.	• The target market and the core target audience for the product have not been correctly identified.
Task 2 Competitor Analysis	5%	• **At least two** points for all the components of the SWOT analysis have been provided. • Detailed comparisons of Disney+ Hotstar's UI/UX, features and business model with **at least two** competitors have been provided.	• The competitive analysis does not include a detailed comparison of the UI/UX, features and business model or is performed considering **fewer than two** direct competitors.
Task 3 User Research	5%	• **At least three** relevant hypotheses have been listed down along with the rationale behind considering them. • A questionnaire with **at least seven** relevant questions has been provided. • Data gathered during interviews has been provided. • A **five-minute video** snippet from one of the interviews has been provided.	• **Fewer than three** hypotheses and a questionnaire with **fewer than seven** questions have been provided. • The hypotheses and the questions shortlisted for interviews are not relevant to the given scenario and the video snippet has not been provided. • Video snippet from any one of the interviews is not provided.
Task 4 Product Artefacts	5%	• **At least three** relevant user segments have been identified. • **At least two** detailed	• The target user segments identified are incorrect and the personas and user

		personas have been created. ● **At least one** anti-persona has been created. ● **At least three** ACBs and DCBs have been provided.	beliefs are provided taking these user segments into consideration. ● **Fewer than** the prescribed number of user personas and user beliefs have been provided.
Task 5 Ansoff Matrix	10%	● **At least one** growth strategy for each of the four quadrants of the Ansoff Matrix has been provided and is relevant.	● Growth strategies for the four quadrants of the Ansoff Matrix have either not been provided or are irrelevant

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