

Evaluation Rubrics

Topic	Weightage	Meets Expectations	Somewhat Meets Expectations	Does Not Meet Expectations
Understanding the Market	5%	<ul style="list-style-type: none"> If TAM, SAM and TG have been correctly identified using a logical approach If at least three out of the 5 aspects (Threat of new entry, threat of substitutes, bargaining power of suppliers, bargaining power of buyers, competitive rivalry) are thoroughly analysed, directly(Through Porter's 5 forces) or indirectly(other relevant frameworks) 	<ul style="list-style-type: none"> If directly TG is calculated using a logical approach or If only TAM and SAM are correctly calculated. If less than three aspects out of five (Threat of new entry, threat of substitutes, bargaining power of suppliers, bargaining power of buyers, competitive rivalry) are analysed directly(Through Porter's 5 forces) or indirectly (other relevant frameworks) 	<ul style="list-style-type: none"> If TAM, SAM and TG calculations are missing or are not logical If the industry analysis is not done or incorrectly done.
Competitive Analysis	5%	<ul style="list-style-type: none"> If two direct competitors have been correctly identified If the strengths and weaknesses for its two direct competitors have been appropriately identified, without or with respect to the selected product for capstone If the product reviews and performance comparison for its two direct competitors have been performed, without or with respect to the selected product for capstone If future initiatives for the two direct competitors are identified 	<ul style="list-style-type: none"> If the strengths and weaknesses for one of its direct competitors have been appropriately identified, without or with respect to the selected product for capstone If the product reviews and performance comparison for one of its direct competitors have been performed, without or with respect to the selected product for capstone If future initiatives for one of its competitors are identified 	<ul style="list-style-type: none"> If one or no direct competitor is identified If the comparative study hasn't been performed If future initiatives are not identified at all

Business objectives	5%	<ul style="list-style-type: none"> Business objectives have been correctly identified 		<ul style="list-style-type: none"> Business objectives have not been identified or incorrectly identified
User Research	5%	<ul style="list-style-type: none"> If objectives of user research are appropriately defined If hypothesis are clearly and appropriately formed that aligns with the objective of user research If hypotheses are validated through the insights drawn from surveys/interviews properly 	<ul style="list-style-type: none"> If insights drawn from user research are unclear but relevant and proper rationale is given 	<ul style="list-style-type: none"> If the objectives of user research are not appropriately defined or is missing If no hypotheses or irrelevant hypothesis are mentioned If no insights are drawn or irrelevant insights are drawn
Product Artefacts	10%	<ul style="list-style-type: none"> If atleast one persona is provided with user beliefs and behaviour captured correctly in relevant fields If user journey for atleast one identified persona is correctly and exhaustively identified, capturing deep insights into user behaviour 	<ul style="list-style-type: none"> If atleast one persona is provided with relevant beliefs which are not exhaustively covered If user journey for atleast one identified persona is correctly mapped but not exhaustive in nature 	<ul style="list-style-type: none"> If no user persona is identified or irrelevant user persona is provided If no user journey is provided or provided journey is irrelevant
Reimagine your Product	10%	<ul style="list-style-type: none"> If a relevant opportunity is identified that aligns with the user research and user journey mapping insights If a relevant non-AI/ML and AI/ML initiative is identified for the identified opportunity If atleast 3 aspects are considered to check feasibility of the AI/ML opportunity 	<ul style="list-style-type: none"> If a relevant AI/ML based opportunity is identified that aligns with the business goals but is not necessarily mapped to to user research insights If less than 3 aspects are considered to check feasibility of the AI/ML opportunity identified out of data availability, human resources, scalability, infrastructure, business goals, pre-trained models, competition, or other 	<ul style="list-style-type: none"> If no opportunity is identified, or irrelevant opportunity is identified If either AI/ML or non-AI/ML initiative is not identified or incorrectly identified If feasibility check is not performed

		identified out of business benefit, impact on business objective, impact on user experience, data availability, human resources, scalability, infrastructure, pre-trained models, competition, or other relevant aspects in the form of questions/scores	relevant aspects in the form of questions/scores	
Business Benefit Estimation	10%	<ul style="list-style-type: none"> • If atleast three success metrics are correctly identified (KPIs) that align with business goals • If atleast one of the metrics such as system guard rails metrics/satisfaction/system health/other relevant metrics are correctly identified 	<ul style="list-style-type: none"> • If less than three success metrics are correctly identified (KPIs) that align with business goals 	<ul style="list-style-type: none"> • If no KPIs are identified or irrelevant KPIs are identified, • If other metrics such as system guard rails metrics/satisfaction/system health/other relevant metrics are not identified or incorrectly identified
Data Setup	20%	<ul style="list-style-type: none"> • If types of data required are correctly identified • If the data sources are correctly identified for each relevant type of data required • If the the features selected for building model are correctly identified (derived/non-derived) 		<ul style="list-style-type: none"> • If types of data are incorrectly identified or not identified at all • If the data sources are incorrectly identified for each relevant type of data required • If feature selection is incorrect or inappropriate
Selection and Measure of Model	20%	<ul style="list-style-type: none"> • If AI/ML problem classification is correctly done and the correct justification is given. • If the evaluation metrics are correctly identified and the correct justification is given. 	<ul style="list-style-type: none"> • If AI/ML problem classification is correctly done but no reasoning is given • If the evaluation metrics are correctly identified but no justification is given. 	<ul style="list-style-type: none"> • If AI/ML technique is incorrectly identified or not identified • If evaluation metrics are incorrectly identified or not identified

Minimum Viable Product	10%	<ul style="list-style-type: none"> • If at least 3 relevant features that are planned for the product are clearly mentioned, with assumptions (if any), <ul style="list-style-type: none"> ◦ If a relevant must-have feature for the MVP is mentioned with proper reasoning is given behind it and assumptions clearly mentioned, • If a relevant nice-to-have feature for the MVP is mentioned, 	<ul style="list-style-type: none"> • If less than 3 relevant features that are planned for the product are clearly mentioned, with assumptions (if any) but the classification of 'must-have' and 'nice-to-have' is incomplete or not done. 	<ul style="list-style-type: none"> • If no relevant features are mentioned

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