

Project Rubrics - IP2

Criteria	Weightage	Meets the expectations	Does not meet the expectations
Part -1 Product Analytics			
Identifying relevant metrics based on the AARRR framework	60%	At least 3 relevant metrics for each stage of the user journey through the product have been mentioned along with a brief explanation for choosing each metric	The metrics mentioned are not relevant for a food delivery app. And no explanation for choosing the mentioned metrics has been provided
Creating a low fidelity prototype of the web-based analytics dashboard	40%	Wireframe for the analytics dashboard has an appropriate design, which fulfils all the functional requirements	Wireframe for the analytics dashboard does not have an appropriate design and does not fulfil all the functional requirements
Part 2 - Growth Strategies			
Identifying relevant acquisition channels & describing acquisition strategies	20%	At least 3 major customer acquisition channels have been mentioned and at least 2 customer acquisition strategies have been explained briefly	The customer acquisition channels and strategies mentioned are not relevant for a food delivery app
Describing activation strategies	20%	At least 2 activation strategies relevant for a food delivery app have been explained briefly	The activation strategies mentioned are not relevant for a food delivery app
Describing retention & engagement strategies	20%	At least 2 retention & engagement strategies relevant for a food delivery app have been explained briefly	The retention & engagement strategies mentioned are not relevant for a food delivery app
Describing referral strategies	20%	At least 2 referral strategies relevant for a food delivery app have been explained briefly	The referral strategies mentioned are not relevant for a food delivery app
Describing revenue strategies	20%	At least 2 strategies which can drive	The strategies mentioned to drive

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		revenue growth of a food delivery app have been explained briefly	revenue growth are not relevant for a food delivery app
Part 3 - Product Roadmap			
Product Roadmap Structure	20%	The product roadmap is structured well with epics and features listed and spread across the four quarters of a year.	The product roadmap is not structured well with discrepancies among epics/features.
Insertion of Epics/features	80%	Appropriate features for the MVP and future releases are added in the roadmap with work items being listed according to their priority to build the overall product.	The features listed are either incomplete or the prioritisation of the features is not reflected in the roadmap.
Part 4 - Product Backlog & Sprint Backlog			
Creating the Product Backlog	50%	The product backlog includes work item type, title, Priority and additional comments if required and covers epics/features not only for MVP, but also future releases of the product	Some of the details in the product backlog are missing - are incomplete and are listed only for MVP release and no supporting comments are added
Creating the Sprint Backlog	50%	Sprint backlog of two sprints are mentioned and includes work item type, title, Priority and additional comments if required - the prioritisation of user stories follows a logical manner of most important stories being listed first	Some of the details in the sprint backlog are missing, user stories prioritisation isn't correct or the format to write user stories is inconsistent
Part 5 - Product Requirements Document (PRD)			
Adding a 'What' component to PRD for your product	10%	Includes all information in the 'What' component of PRD. The information is well-structured,	'What' component of PRD is not identified well. It is not structured properly.

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		self-explanatory and fully comprehensive.	It is not comprehensive either.
Adding a 'Why' component to PRD for your product	10%	Includes all information in the 'Why' component of PRD. The information is well-structured, self-explanatory and fully comprehensive.	'Why' component of PRD is not identified well. It is not structured properly. It is not comprehensive either.
Adding a 'Scope' component to PRD for your product	20%	Includes all information in the 'Scope' component of PRD. The information is well-structured, self-explanatory and fully comprehensive.	'Scope' component of PRD is not identified well. It is not structured properly. It is not comprehensive either.
Adding a 'How' component to PRD for your product	20%	Includes all information in the 'How' of PRD. The information is well-structured, self-explanatory and fully comprehensive.	'How' component of PRD is not identified well. It is not structured properly. It is not comprehensive either.
Adding a 'Success Metrics' component to PRD for your product	20%	Includes all information in the 'Success Metrics' component of PRD. The information is well-structured, self-explanatory and fully comprehensive.	'Success Metrics' component of PRD is not identified well. It is not structured properly. It is not comprehensive either.
Adding a 'Release Timelines' component to PRD for your product	10%	Includes all information in the 'Release Timelines' of PRD. The information is well-structured, self-explanatory and fully comprehensive.	'Release Timelines' component of PRD is not identified well. It is not structured properly. It is not comprehensive

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			either.
Adding a 'Go-To-Market' component to PRD for your product	10%	Includes all information in the 'Go-To-Market' of PRD. The information is well-structured, self-explanatory and fully comprehensive.	'Go-To-Market' component of PRD is not identified well. It is not structured properly. It is not comprehensive either.
Part 6 - Go To Market Strategy			
Achieving product-market fit	10%	Key features from MVP along with at least 3 key signs/indicators of achieving product-market fit have been mentioned	The signs/indicators mentioned cannot be used to assess if the product has achieved product-market fit or not and less than 3 signs are listed
Determining product positioning	15%	The product positioning statement mentioned is relevant and is in accordance with the features of the MVP	The product positioning statement mentioned is not in accordance with the features of the MVP
Defining the pricing strategy	25%	A pricing strategy suitable for a food-delivery app has been mentioned along with the rationale behind choosing it	The pricing strategy mentioned is not suitable for a food-delivery app
Defining the sales & marketing strategy	25%	2 major marketing channels & 2 major sales channels have been mentioned along with the rationale behind choosing them	The sales and marketing channels mentioned are not relevant for a food-delivery app
Creating a product launch plan	25%	At least 4 key activities for each of the three phases: pre-launch phase, launch day & post-launch phase have been provided	Relevant activities for each of the three phases of the product launch plan have not been mentioned

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