

# Grading Assessment

## TEAM REEB (11)

### Assignment 1: Grade 8%: max. 80 points

<b>Github Repository created, all team members have access</b>	no repository <i>0 points</i>	repository created and max. 2 team members have access <i>6 points</i>	repository created and all but one team member have access <i>8 points</i>	repository created and all team members have access <i>10 points</i>
<b>Team Canvas &amp; Team name</b>	no team canvas in wiki <i>0 points</i>	team canvas in wiki, incomplete information <i>12 points</i>	team canvas in wiki, team alignment and kick-off documented and clear to follow, all team members are considered <i>16 points</i>	team canvas and team name in wiki, team alignment and kick-off very well explained, all team members are considered <i>20 points</i>
<b>Research</b>	no research page in wiki <i>0 points</i>	incomplete research page in wiki, only few sources are explored <i>12 points</i>	good research, different sources (interviews, internet, others) are explored, information is verified, documented and explained <i>16 points</i>	great and informative research page in wiki, a variety of sources are explored, information is verified, well suited to present your research to the challenge giver <i>20 points</i>
<b>Interviews with stakeholders</b>	no interviews with stakeholders documented <i>0 points</i>	no meaningful interviews documented <i>12 points</i>	informative and relevant interviews are conducted and documented <i>16 points</i>	relevant insights drawn from interviews with stakeholders, clearly documented <i>20 points</i>
<b>Open Questions</b>	no open questions section on research page in wiki <i>0 points</i>	incomplete or unclear open questions on research page in wiki <i>6 points</i>	relevant open questions, well suited to get more information from the challenge giver <i>8 points</i>	well thought out questions, clearly stated, relevant and meaningful <i>10 points</i>

<b>Total Points</b>	78
<b>Comments</b>	<p>The team started really well on the challenge delivering well thought and researched outputs. All team members have access to the GitHub Repository, and the team is using the “issues”.</p> <p>The fact that you interviewed 5 individuals and synthesized your findings with a persona will certainly help you with your empathy map assignment. We advise you to conduct in-depth interviews rather than structured questions in your next steps.</p>

### Assignment 2: Grade 4%: max. 40 points

<b>Empathy map</b>	no empathy map 0 points	an empathy map is available 12 points	your empathy map shows a good understanding of your stakeholders' gain and pain points 16 points	clear, concise, and relevant visualization of your challenge opportunities 20 points
<b>Problem Statement</b>	no problem statement 0 points	problem statement is documented 12 points	your problem statement is understandable, applies the HMW canvas and documents your insight 16 points	clear, well-thought-out and relevant problem statement, well documented on the HMW canvas 20 points

<b>Total Points</b>	36
<b>Comments</b>	The team presents the empathy map with an overall summary of the research findings in a concise and relevant way. The problem statement ideation is not presented, as only the one post it is added to each column of the canvas. Having said that, the chosen HMW question is adequate to start the ideation. At the end of the sentence you could specify ...transportation to slopes/ski resorts to make it more precise.

### Assignment 3: Grade 3%: max. 30 points

<b>Storyboard</b>	No storyboard 0 points	A storyboard is available in your wiki 12 points	Your storyboard shows a good scenario benefiting from your idea 16 points	Your storyboard is easy to follow, meaningful and clearly demonstrate its use for your idea 20 points
<b>Feedback to Storyboard</b>	No feedback to storyboard documented 0 points	You have documented some feedback collected using your storyboard 6 points	You have collected feedback for your storyboard and you have refined your storyboard 8 points	You have collected feedback for your storyboard, refined it and there is evidence of improvement 10 points

<b>Total Points</b>	20
<b>Comments</b>	The final version of the storyboard is clear and easy to follow. There is a clear improvement from the initial version. However, you have not documented the feedback received. You mention that the improvement is based on feedback, but there is no evidence. How many people did you talk to? What feedback did you receive? How this feedback led you to the final version? It is important you document in some paragraphs the work you have conducted; document what you learned from the interactions you are having with your potential target audience and explain how the learning helped you improve your storyboard. Please consider this when collecting feedback for the prototype.

### Assignment 4: Grade 10%: max. 100 points

<b>Digital Prototype</b>	none 0 points	barely working 12 points	good release 16 points	excellent, prototype works smoothly 20 points
<b>Key Features</b>	none 0 points	incomplete 6 points	almost complete 8 points	working very well 10 points
<b>Look and Feel</b>	no prototype or very poor user interface 0 points	difficult to understand 6 points	well done 8 points	very well done 10 points

<b>Wording and communication with the user</b>	hard to understand <i>0 points</i>	not very professional <i>6 points</i>	easy to follow and to understand, good user experience <i>8 points</i>	consistent and clear wording, great user experience <i>10 points</i>
<b>Purpose of digital prototype</b>	unclear <i>0 points</i>	difficult to see the benefit of the digital prototype <i>6 points</i>	good use of prototyping. You have communicated the idea of the challenge contribution well. <i>8 points</i>	you are making excellent use of digital prototyping. You use it very well to bring your ideas across. <i>10 points</i>
<b>Team work &amp; workflow</b>	hard to tell from issues, project board and wiki <i>0 points</i>	incomplete <i>6 points</i>	all team members are involved <i>8 points</i>	great team work, the entire team is involved, workload seems well balanced, involvement plays to individual strength <i>10 points</i>
<b>Documentation in GitHub Issues</b>	none identified <i>0 points</i>	incomplete or unclear <i>6 points</i>	issues are documented <i>8 points</i>	very thorough and concise documentation <i>10 points</i>
<b>Wiki page</b>	none <i>0 points</i>	incomplete or unclear <i>12 points</i>	good for showing to the challenge giver <i>16 points</i>	clear, easy to understand, relevant <i>20 points</i>

<b>Total Points</b>	98
<b>Comments</b>	Great 1 <sup>st</sup> sprint. You have done a great initial development of your idea. You are using digital prototyping in a great way to communicate your idea. Teamwork looks great. You are using GitHub issues very well. Please be more active and verbose in commenting issues and describing issues. Keep up the great work.

### Assignment 5: Grade 10%: max. 100 points

<b>Business Model Canvas</b>	no business model canvas found in wiki <i>0 points</i>	business model canvas is incomplete <i>6 points</i>	business model canvas gives a good overview of the business case of our team's idea <i>8 points</i>	all sections are complete, clear, concise, and relevant, it demonstrates a good understanding of the business case <i>10 points</i>
<b>Customer Segments</b>	none identified <i>0 points</i>	incomplete or unclear <i>6 points</i>	customer segments are identified <i>8 points</i>	customer segments are identified and relevant <i>10 points</i>
<b>Value Propositions</b>	none identified <i>0 points</i>	incomplete or unclear <i>6 points</i>	identified and relevant <i>8 points</i>	identified, relevant and concise <i>10 points</i>
<b>Channels</b>	none identified <i>0 points</i>	incomplete or unclear <i>6 points</i>	identified and relevant <i>8 points</i>	identified, relevant and concise <i>10 points</i>
<b>Customer Relationships</b>	none identified <i>0 points</i>	incomplete or unclear <i>6 points</i>	identified and relevant <i>8 points</i>	identified, relevant and concise <i>10 points</i>
<b>Revenue Streams</b>	none identified <i>0 points</i>	incomplete or unclear	identified and relevant <i>8 points</i>	identified, relevant and concise

		6 points		10 points
<b>Key Resources</b>	none identified 0 points	incomplete or unclear 6 points	identified and relevant 8 points	identified, relevant and concise 10 points
<b>Key Activities</b>	none identified 0 points	incomplete or unclear 6 points	identified and relevant 8 points	identified, relevant and concise 10 points
<b>Key Partnerships</b>	none identified 0 points	incomplete or unclear 6 points	identified and relevant 8 points	identified, relevant and concise 10 points
<b>Cost Structure</b>	none identified 0 points	incomplete or unclear 6 points	identified and relevant 8 points	identified, relevant and concise 10 points

<b>Total Points</b>	92
<b>Comments</b>	<p>Great job. You have an overall big-picture of your business model, and you have identified some relevant aspects around your business. There some aspects that leave room for improvement. We suggest you address this to improve your BM and get full points for it on the final deliverable. Take into consideration the following:</p> <p>You have mentioned on customer relationship it would be self-service. Ok, but then what do you mean by care takers, body guards, etc that are on a post it but not mentioned on the text? In this block you need to consider all formats which you will use to build a relationship with your audience. That means that many items you have placed on channel would be better located on customer relationship. We would advise you to reflect on this and reorganized the items between these 2 blocks. On channel is clearly missing the main point: how will costumer acquire your app? What is your delivery channel? i.e. AppStore and/or GooglePlay + a website or page on one of the DSV websites?</p> <p>Next, you mentioned generically that Human resources will be necessary. Could you be more precise? How many people and in which role would be the minimum necessary to start it and run this business unit? What it would cost the DSV per month to maintain these staff? Please add it to the cost per month on fixed costs and in case of sales commissions on variable costs.</p> <p>Extra mile for the final deliverable. Can you answer if there is a viable business for the DSV? Considering revenue model, and the updated estimated costs?</p>

<b>TOTAL TEAM POINTS</b>	<b>324 TOTAL POINTS (from 350 awarded)</b>
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Please note these assignments account for 85% of your individual grade. The remaining 15% comes from the individual quizzes. Bonus points of up to 50 points (5%) are awarded on instructors' discretion based on students' individual contribution. The final notes and transcript of records will be available at the end of HM's summer semester (July 2021).

Final Grade Cutoffs (German grades and American letter grades in parenthesis)									
1,0 (A)	93%	1,7 (B+)	87%	2,7 (C+)	77%	3,7 (D+)	67%	5,0 (F)	<60%
		2,0 (B)	83%	3,0 (C)	73%				
1,3 (A-)	90%	2,3 (B-)	80%	3,3 (C-)	70%	4,0 (D)	60%		