

# Grading Assessment

## TEAM WINTECH (12)

### 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>	The team started really well on the challenge. All members are active on the GitHub and have been assigned "issues". The desk research is meaningful and well summarized. The stakeholders interviews are adequate for this stage. In order to further advance and have enough data for your next assignment (empathy map) we advise you to conduct in-depth interviews with individuals that fit the profile of your end user. Hence, now you must take this decision, as a team.

### 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>	40
<b>Comments</b>	Your team has nailed the problem. Well done! Great detailing and presented in a concise and relevant way. Continue like this!

### 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>	28
<b>Comments</b>	<p>The final version of the storyboard is clear and easy to follow. There is a clear improvement from the initial version. You mentioned you contacted the same individuals you interviewed before, and presented the general feedback received. However, more details on the feedback would have been relevant. A proper documentation of feedback, enables you to review it and leads you to learning from it. It is important you document in some paragraphs the research: data collection proceedings, your learnings, and last explain how the learning helped you improve your storyboard. Please consider this when collecting feedback for the prototype. The user testing setting needs to be documented, the feedback should be summarized, so you can explain what you learned and how this will help you improve the prototype on Sprint2.</p> <p>Side note: Your team has not scheduled your second coaching session. Please use the doodle form to do it asap. In case no available slot works for your team please contact Dr. Klinkhammer per email to try to find another point. Last case choose on doodle an available slot that most team members can make it.</p>

### 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	incomplete	almost complete	working very well

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

<b>Total Points</b>	96
<b>Comments</b>	<p>Great 1<sup>st</sup> sprint. You have done great initial development of your idea. You are using digital prototyping in a very good way to communicate your idea. It is a good idea to include screenshots of a case study on your Prototype Version 1.0 Case Study wiki page. Please properly cite the study and include the URL and other information about the authors of the study. Without proper quotation, it is plagiarism.</p> <p>Teamwork looks great. You are using GitHub issues well. Please be more active and verbose in commenting issues and describing issues. Keep up the good work.</p> <p><b>Pro Tip:</b> you could organize the files in your repository in folders (using the git command line tool or GitHub desktop) and put text in your Readme.md file. That would improve the look&amp;feel of your landing page <a href="https://github.com/gxc-int-innovation-challenge21/gxc-team-12">https://github.com/gxc-int-innovation-challenge21/gxc-team-12</a> to the GitHub repository. If you reorganize images, you need to update the image URLs in the wiki pages.</p>

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

<b>Business Model Canvas</b>	no business model canvas found in wiki 0 points	business model canvas is incomplete 6 points	business model canvas gives a good overview of the business case of our team's idea 8 points	all sections are complete, clear, concise, and relevant, it demonstrates a good understanding of the business case 10 points
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<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 <i>6 points</i>	identified and relevant <i>8 points</i>	identified, relevant and concise <i>10 points</i>
<b>Key Resources</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>Key Activities</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>Key Partnerships</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>Cost Structure</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>Total Points</b>	100
<b>Comments</b>	<p>Great job.</p> <p>You forgot to make it clear which position you are taking, either as a startup or an innovation-as-a-service provider that is developing a specific solution for the DSV. From the rational of your model, we assumed you positioned yourself as a startup.</p> <p>Extra mile for the final deliverable. Can you answer if there is a viable business for the DSV? Considering your revenues via ads + brokerage fee, how many transactions would you need per month to cover the costs?</p>

<b>TOTAL TEAM POINTS</b>	<b>342 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%	4,0 (D)	60%		
1.3 (A-)	90%	2.3 (B-)	80%	3.3 (C-)	70%				