Grading Assessment

TEAM ALPIN ECONOMICS (13)

Assignment 1: Grade 8%: max. 80 points

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

Total Points	76
Comments	The team started really well on the challenge delivering well thought and researched outputs. The desk research is meaningful and well summarized. The fact that you interviewed 10 individuals will certainly help you with your empathy map assignment. ~~However, your open questions to the challenge giver based on your research were not present in your repository. We are aware you participated on the slido, but it is important that you complete the assignments as instructed.~~ All members are active on the GitHub and have been assigned "issues". Continue to actively use this feature to organize your team's workflow. The individual members of the team contributed to the team canvas, but more detailed information on the post-its or even beyond the canvas it self, to contextualize and summarize the main points would have enabled you to provide a more concise picture.

Assignment 2: Grade 4%: max. 40 points

Empathy map	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
Problem Statement	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

Total Points	32
Comments	The empathy map is rather brief described, taking a general perspective, rather than a persona. In your next assignments you can add more information / context to your assignment by writing a couple of paragraphs in additional to the framework. In what regards the problem statement, your final statement is really good to start the ideation, however your canvas contain only one post it per column. Hence, it does not demonstrate your rationale and ideation processes that led to the final chosen HMW question. It is always important you show the process and contextualize your assignments. Add information as text on your wiki. It will increase your chances of receiving full points for the next assignments.

Assignment 3: Grade 3%: max. 30 points

Storyboard	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
Feedback to Storyboard	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

Total Points	30
Comments	The final version of the storyboard is meaningful. Your idea is clear and easy to follow through the storyboard. You have documented in detail the feedback received and is clear how these insights helped you improve your storyboard. Great work! Keep up the great work when collecting feedback for the prototype.

Assignment 4: Grade 10%: max. 100 points

Digital Prototype	none *0 points*	barely working *12 points*	good release *16 points*	excellent, prototype works smoothly *20 points*
Key Features	none *0 points*	incomplete *6 points*	almost complete *8 points*	working very well *10 points*

Look and Feel	no prototype or very poor user interface *0 points*	difficult to understand *6 points*	well done *8 points*	very well done *10 points*
Wording and communication with the user	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*
Purpose of digital prototype	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*
Team work & workflow	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*
Documentation in GitHub Issues	none identified *0 points*	incomplete or unclear *6 points*	issues are documented *8 points*	very thorough and concise documentation *10 points*
Wiki page	none *0 points*	incomplete or unclear *12 points*	good for showing to the challenge giver *16 points*	clear, easy to understand, relevant *20 points*

Total Points	98
Comments	Great 1st sprint. You have done a great initial development of your idea. You are using digital prototyping in a great way of communicating your idea. Teamwork looks great. You are using GitHub issues well. It looks a little odd to me (G. Socher) that you are almost always assigning everyone to an issue. Please be more active and verbose in commenting issues and describing issues. Keep up the great work.

Assignment 5: Grade 10%: max. 100 points

Business Model Canvas	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*
Customer Segments	none identified *0 points*	incomplete or unclear *6 points*	customer segments are identified *8 points*	customer segments are identified and relevant *10 points*
Value Propositions	none identified *0 points*	incomplete or unclear *6 points*	identified and relevant *8 points*	identified, relevant and concise *10 points*
Channels	none identified *0 points*	incomplete or unclear *6 points*	identified and relevant *8 points*	identified, relevant and concise *10 points*

	none identified *0 points*	incomplete or unclear *6 points*	identified and relevant *8 points*	identified, relevant and concise *10 points*
Customer Relationships	none identified *0 points*	incomplete or unclear *6 points*	identified and relevant *8 points*	identified, relevant and concise *10 points*
Revenue Streams	none identified *0 points*	incomplete or unclear *6 points*	identified and relevant *8 points*	identified, relevant and concise *10 points*
Key Resources	none identified *0 points*	incomplete or unclear *6 points*	identified and relevant *8 points*	identified, relevant and concise *10 points*
Key Activities	none identified *0 points*	incomplete or unclear *6 points*	identified and relevant *8 points*	identified, relevant and concise *10 points*
Key Partnerships	none identified *0 points*	incomplete or unclear *6 points*	identified and relevant *8 points*	identified, relevant and concise *10 points*
Cost Structure	none identified *0 points*	incomplete or unclear *6 points*	identified and relevant *8 points*	identified, relevant and concise *10 points*

Total Points	98
Comments	Great job. You have developed a rational and relevant initial business model for your solution, considering it is developed exclusively for the DSV for them to run. You identified human resources as key to execute your business model, however, you have only considered the cost of a Marketing manager. Should this person care for customer acquisition as well as maintain the app? On your explanation text you seem to include you as a team to work on the development, launch and maintenance. We are sure you would not work for free. What would be your roles? Are all these roles necessary for the DSV to deploy and run it? As you are not a startup team, you can also think how the DSV would gain synergies and efficiencies by incorporating the app. Extra mile for the final deliverable. Can you answer if there is a viable business for the DSV? Considering 2% brokerage fee, how many transactions would you need per month to cover the costs?

TOTAL TEAM POINTS	**334 TOTAL POINTS (from 350 awarded)**

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%				