

# Grading Assessment

## TEAM GREEN SHAPERS (14)

### 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>	76
<b>Comments</b>	<p>The team started really well on the challenge. All members are active on the GitHub and have been assigned "issues". Continue to actively use this feature to organize your team's workflow.</p> <p>The team collected initial desk research data and conducted 4 interviews that will certainly help you with your empathy map assignment. Further research to understand the problem from the perspective of the end user will be needed once you have defined your target audience.</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>	28
<b>Comments</b>	<p>The empathy map is rather brief described. In your next assignments, you can add more information / context to your assignment by writing a couple of paragraphs in additional to the framework.</p> <p>In what regards the problem statement, you did not write it in full nor gave context to it. <u>Your insights are not documented in the canvas in order to reach 16 points.</u> Your HMW 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. <u>We recognize your team is working, but your effort is not coming across on the uploaded assignments.</u> Present your work in more detail. The more detailed documentation along the way will help you with the final assignment.</p>

## 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>	30
<b>Comments</b>	<p>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!</p> <p>Keep up the great work when collecting feedback for the prototype.</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 <i>0 points</i>	barely working <i>12 points</i>	good release <i>16 points</i>	excellent, prototype works smoothly <i>20 points</i>
<b>Key Features</b>	none <i>0 points</i>	incomplete <i>6 points</i>	almost complete <i>8 points</i>	working very well <i>10 points</i>
<b>Look and Feel</b>	no prototype or very poor user interface <i>0 points</i>	difficult to understand <i>6 points</i>	well done <i>8 points</i>	very well done <i>10 points</i>
<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 great initial development of your idea. You are using digital prototyping very well to communicate your idea. Teamwork looks great. You are using GitHub issues very well. Good job in using labels. 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

				10 points
<b>Value Propositions</b>	none identified 0 points	incomplete or unclear 6 points	identified and relevant 8 points	identified, relevant and concise 10 points
<b>Channels</b>	none identified 0 points	incomplete or unclear 6 points	identified and relevant 8 points	identified, relevant and concise 10 points
<b>Customer Relationships</b>	none identified 0 points	incomplete or unclear 6 points	identified and relevant 8 points	identified, relevant and concise 10 points
<b>Revenue Streams</b>	none identified 0 points	incomplete or unclear 6 points	identified and relevant 8 points	identified, relevant and concise 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>	96
<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 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 an APP developed for the DSV and they should execute the business model.</p> <p>The cost structure you identified the most relevant items, but for the initial development cost of the application we had suggested you used as source <a href="http://www.estimatemyapp.com">www.estimatemyapp.com</a> to simulate an approximately initial development cost. Unfortunately, you did not use it nor provided a rough estimate in euros for it. Even if you consider you would develop it yourselves, as written, you certainly want to be paid for the job. It is not clear you can develop it within the informed budget. This initial cost is the initial required capital and not a fixed cost. The fixed and variable costs regard the monthly expenses to run the business. Also, your identified fixed costs, but these don't reflect all the activities that must be executed and the resources necessary (listed on those 2 blocks). Could you clarify better what financial, human and physical resources the DSV has to allocate to run this?</p> <p>Is there a viable business? Considering 2% brokerage fee, how many transactions would you need per month to cover the costs?</p>

<b>TOTAL TEAM POINTS</b>	<b>328 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%				