

Grading Assessment

TEAM Champs2Be (23)

Assignment 1: Grade 8%: max. 80 points

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| Github Repository created, all team members have access | 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> |
| Team Canvas & Team name | 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> |
| Research | 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> |
| Interviews with stakeholders | 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> |
| Open Questions | 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> |

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| Total Points | 76 |
| Comments | <p>Your team canvas shows a good initial team alignment. You have started really well on the challenge delivering well-thought and researched outputs. The page is well structured and you have included good quality references. I would link from the Challenge and Problem Research page to the Conducted Interviews page since the interviews are relevant research information. You have transcribed the interviews. I am missing a compilation of the information that you are drawing from the interviews.</p> <p>All team members have access to the GitHub Repository, and you are using GitHub issues very well. Great job and keep up the good work!</p> |

Assignment 2: Grade 4%: max. 40 points

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| 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 |

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| Total Points | 40 |
| Comments | 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

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| 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 |

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| Total Points | 26 |
| Comments | <p>Great job describing your Storyboard development process and feedback collection.</p> <p>In your final storyboard, I am not quite sure if I fully understand the scope of the Champs2Be app. I see that you can start a sports journey. How does the club finder in den neighborhood work. Is that just linking to Facebook? Is there a follow up on the journey, once the user joins a club? Is there a tracking of activities or similar? It would help me if the final frame would make the benefits of the app clearer.</p> <p>Furthermore, I am not seeing a direct link to the challenge, yet.</p> |

Assignment 4: Grade 10%: max. 100 points

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| 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 |

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| 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 | 10 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 |

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| Total Points | 100 |
| Comments | <p>Great 1st 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. Your Sprint 1 wiki page is perfect. Keep up the great work.</p> <p>Pro Tip: 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&feel of your landing page https://github.com/gxc-int-innovation-challenge21/gxc-team-23 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

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| 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 |
| Customer Relationships | none identified 0 points | incomplete or unclear 6 points | identified and relevant 8 points | identified, relevant and concise 10 points |

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| Revenue Streams | 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> |
| Key Resources | 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> |
| Key Activities | 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> |
| Key Partnerships | 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> |
| Cost Structure | 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> |

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| Total Points | 96 |
| Comments | <p>Good job. Your business model incomplete and relevant. Your cost structure, resources and activities reflect your position as an innovation unit delivering the solution as a service to the Munich2022. However, there are some points that reflect more the position of a startup. For instance, you consider on partners that this app could be offered later to other sport events, which would be the ideal for a startup offering the app-as-a-service to different large professional sports event organizers. In addition, your rational for revenue streams are perfect, but suitable for a startup since your rational is of a continuous business with monthly revenue rather than a possible revenue within the timeframe of a single event, as Munich2022.</p> <p>Hence, to improve your business model and get full-points on your final deliverable for it, please consider these two small aspects and make sure that your business plan reflects the development of an app exclusively for the Munich2022 OR make simply say your position is of a “start-up” and add human resources and a monthly cost structure.</p> |

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| TOTAL TEAM POINTS | 338 TOTAL POINTS (from 350 awarded) |
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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) | | | | | | | | | |
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| 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% | | |