

Grading Assessment

TEAM Euroletics Get On Track (24)

Assignment 1: Grade 8%: max. 80 points

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>

Total Points	76
Comments	<p>Your team canvas shows an excellent initial team alignment. You could directly place the team canvas on the 'Our path to a successful Team Canvas Board' wiki page (then no more clicks needed to see the canvas).</p> <p>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.</p> <p>You have transcribed the interviews and you link them well to the wiki page. 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. Consider using comments in the issues. Great job and keep up the good work!</p>

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	40
Comments	Very well done. I love the way you document the research synthesis process and summarize your findings on the empathy map and the HMW canvas. Thank you for revising the HMW statement. Your initial HMW statement was too close to the challenge statement. Rephrasing the challenge statement is not recommended.

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	Your version 2 of the storyboard is meaningful and shows a good connection of Munich 2022. Your idea is clear and easy to follow through the storyboard. You have documented feedback process and is clear how these insights helped you improve your storyboard. Great work!

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 <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>
Team work & workflow	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>
Documentation in GitHub Issues	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>
Wiki page	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>

Total Points	90
Comments	<p>Good 1st sprint. Your idea is great and you are using your wiki page including the prototype screen shots very well to communicate your idea. I like that you have tried bubble.io. However, I am having a hard time grading this assignment for your team. While prototyping helped in explaining your idea, the prototype is not as functional as the prototypes of other teams. Please understand that you are not receiving full points this time. We can discuss regading or extra credit if needed later in the semester. You might not even need it if your prototyping picks up in the next sprint.</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>

Assignment 5: Grade 10%: max. 100 points

Business Model Canvas	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>
Customer Segments	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>
Value Propositions	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>
Channels	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>
Customer Relationships	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>

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	88
Comments	<p>Your business model gives a good overview of your business case. However taking into consideration you position yourselves as a startup, you have not fully considered the necessary resources and activities to start it up. Furthermore, you have no considered you revenue model and cost structure thoroughly. To improve your business model and get full-points on your final deliverable for it, please consider (a) further detailing the resources and activities, (b) further detailing your revenue sources, e.g. you mentioned “fees”, it means a brokerage revenue model. Please do a quick desk research about it to explain in a short paragraph how you plan to make money. Please also consider that you can partner with event organizers like Munich2022 and hence sell them your solution as a service to them. Besides of course advertisement. And (c) For costs, as suggested please estimate the cost of development and the monthly maintenance cost reflecting your need of resources and the activities that need to be running. For the initial investment to develop the app you can use the www.estimatemyapp.com as an initial source.</p>

TOTAL TEAM POINTS	324 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)									
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%		