Grading Scheme

ASSIGNMENTS	WEEKS	GRADE
(1) Team Canvas & kick-off challenge research Objectives: • Kick-off your work as a team. Align the team vision, manage course expectations, align previous experiences, and roles in your team. • Research the challenge problem. • Learn hands-on intercultural and international collaboration skills. • Learn how to work effectively in remote teams. • Increase your employability in a modern, global, digital work environment.	1	5% (50 points)
(2) Problem Statement Objectives: • Research the challenge problem. • Write a concise statement of your understanding of the problem. • The problem statement is a feedback to the challenge giver and shows the understanding of the challenge. • The problem statement is the starting point of ideation.	2	2% (20 points)
(3) Ideation Objectives: • Develop an innovative contribution to the proposed challenge. • Agree in your team what to work on. • Learn about innovation processes and entrepreneurial thinking. • Increase your employability in a modern, global, digital work environment.	3	8% (80 points)
(4) Sprint 1 Objectives: • Work on your idea. • Demonstrate scenarios for your idea. • Learn how to prototype using digital technologies. Learn processes and agile organizational skills used in digital projects.	5 & 6	10% (100 points)
(5) Business Model Canvas Objectives: • "Light-weight" proof of business case of your idea.	4-7	10% (100 points)
(6) Sprint 2 Objectives: • Refine your idea. • Test your idea and collect feedback. • Learn how to prototype using digital technologies. • Learn processes and agile organizational skills used in digital projects.	7 & 8	10% (100 points)
(7) Final Presentation Objectives: • Present your challenge contribution to the challenge givers. • Make effective presentations and pitches. • Increase your employability in a modern, global, digital work environment.	9	20% (200 points)
(8) Final Report & Prototype Objective: • Provide a valuable output for the given challenge.	9	20% (200 points)
INDIVIDUAL QUIZ: 5 quizzes about the videos' content (15 questions each, 2 points per question)	0-9	15% (150 points)
TOTAL		100% (1000 points)
BONUS: Individual bonus points for outstanding contribution/participation	0-9	5% (50 points)

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%	
		2,0 (B)	83%	3,0 (C)	73%	4,0 (D)	60%	5,0 (F)	<60%
1,3 (A-)	90%	2,3 (B-)	80%	3,3 (C-)	70%			

Grading Assessment TEAM 21

Assignment 1: Grade 5%: max. 50 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, poorly filled out *6 points*	team canvas in wiki, team alignment and kick-off well documented *8 points*	team canvas in wiki, team alignment and kick-off very well documented *10 points*
Research	no research page in wiki *0 points*	incomplete research page in wiki *6 points*	good research, well documented *8 points*	great and informative research page in wiki, very well suited to present your research to the challenge sponsor *10 points*
Interviews with stakeholders	no interviews with stakeholders documented *0 points*	no meaningful interviews documented *6 points*	well done *8 points*	great insights from interviews with stakeholders *10 points*
Open Questions	no open questions section on research page in wiki *0 points*	few (almost trivial) open questions on research page in wiki *6 points*	good open questions, well suited to get more information from the challenge sponsor *8 points*	excellent *10 points*

Total Points	48
Comments	Excellent start. Very well documented research. Team Canvas could be further developed, as it is too generic now. Especially on "people and roles" naming the team members, their profiles and roles on this project.

Assignment 2: Grade 2%: max. 20 points

Research the problem	no new research found *0 points*	research documented *6 points*	the problem was well researched *8 points*	Your wiki page shows excellent research in the problem domain. You were able to identify key sources and structure the information that you have obtained very well. *10 points*

Problem statement	no problem statement *0 points*	problem statement is available *6 points*	Your problem statement is understandable and documents your insight. *8 points*	Excellent problem statement *10 points*

Total Points	18
Comments	Problem statement has been updated, which is great. To further improve it, you must ask yourselves what are the real pain point(s) behind this problem? And you need to take into account the ski enthusiasts perspectives. What are their pain points that the German Ski Association in its position could offer a solution for? The problem statement should focus on the target audience and present the real problem (= the pain point(s)). Furthermore, a problem statement should not include the solution or indications of it.

Assignment 3: Grade 8%: max. 80 points

Empathy map	no empathy map 0 points	an empathy map is available 6 points	Your empathy map shows a good picture of your stakeholders' gain and pain points. 8 points	Excellent visualization of your challenge opportunities. 10 points
Ideation	ideation not documented 0 points	ideation was documented 6 points	well done 8 points	great, the ideation process is very well documented 10 points
Storyboard	no storyboard 0 points	A storyboard is available in your wiki. 6 points	Your storyboard shows a good scenario benefiting from your idea. 8 points	excellent 10 points
Feedback to storyboard	no feedback to storyboard documented 0 points	You have documented feedback collected using your storyboard. 6 points	You have collected feedback for your storyboard and you have refined your storyboard. 8 points	excellent 10 points
Press Release	no press release 0 points	An imaginary press release is available. 12 points	Your imaginary press release is well written using the guidelines provided in the workshop. 16 points	excellent 20 points
FAQs	no FAQs 0 points	Your wiki shows a short list of FAQs. 12 points	good list of FAQs 16 points	comprehensive list of FAQs, all relevant questions are answered 20 points

Total Points	58
Comments	Good work. But it was not possible to understand your ideation process and how did you evolve from the first version of the storyboard to the final version as you did not document any feedback from ski enthusiasts. Something as simple as sharing it with family and friends (that fit the criteria) for an initial feedback would have been Ok. Your storyboard is clear, however it does not describe the customer journey through your application. It pictures 2 skiers talking in person about it and not the user journey from having the problem to solving the problem through the app. How are friendships fostered on the app? On your FAQ you focus on functionalities, but it lacks addressing the benefits and value proposition: Why should the ski enthusiasts join at all? What do they get from it?

	Is there a possibility of creating a fictional championship among amateur skiers? On the questions regarding the German Ski Federation you did not address the participation of their sponsors, how can these benefit from the app? Ads? Sponsor prizes to the players? Can there be a e.g. "Audi Championship" that the app players can join with their teams? What about clubs, which the federation mentioned are losing members and they don't have contact to them. Could there be an amateur liga with fun-games/challenges for them on the app rather than the profis?

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	86 (out of 100)
Comments	The prototype in sprint 1 is well developed for sprint 1. It is relatively easy to follow, the goal and value proposition are clear and the look and feel is very well done for sprint 1. Overall, Well done! Next step is to get as much feedback as possible, please reach out to any person you have access to in your personal networks that the profile of end-

	user, but also the profile of another stakeholder you might have identified through your business model canvas.
	You wiki page is very well structured and of good quality for a final release.
	You use the GitHubs issues and the Kanban board to manage your team's work, but it seems mostly only one team member is active managing it. It is key for virtual teams that team members are aligned in their to-dos and track the issues. Your team work does not seem balanced. Address your workload and organize yourselves to effectively collaborate in the next 3 weeks. Please pay attention to the grading scheme of the next assignments.
	P.s. Please note that the quizzes can be answered by December 8th. Each quiz is 30 points (3%). Hence, 15% (150 points) from your final individual grading comes from the quizzes. You have 3 attempts per quiz to reach maximum points.

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 Proposition	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*
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	100 (out of 100)
Comments	The business model presents a very good business case for your solution. You opted to position yourselves as a startup and the business case presented adequate structure, context and all items were relevant and concise. For the final deliverable, you can still make changes and further detail it, but implement some comments you might receive at the presentation to DSV. But leaving as is will already give you maximum points, so you can also focus your effort on the presentation and GitHub repository. P.S. Please note that the quizzes can be answered by December 8th. Each quiz is 30 points (3%). Hence, 15% (150 points) from your final individual grading comes from the quizzes. You have 3 attempts per quiz to reach maximum points.

Assignment 6: Grade 10%: max. 100 points

Digital Prototype	none *0 points*	barely working *12 points*	good release *16 points*	excellent, works well *20 points*
Testing your prototype	not documented *0 points*	simple testing *6 points*	good effort in testing and gathering feedback *8 points*	great testing, great documentation *10 points*
More Features	none *0 points*	very little *6 points*	a few *8 points*	significant improvement compared to sprint 1 *10 points*
Look and Feel	no prototype or very poor user interface *0 points*	difficult to understand *6 points*	easy to follow and to understand *8 points*	attractive, easy to follow and to understand *10 points*
Documentation of usability testing	none *0 points*	little information available, unclear, difficult to follow *6 points*	good test cases *8 points*	great test cases, testing reflects well the open questions your team has regarding the value of your challenge contribution *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 according to their strengths *8 points*	great teamwork, the entire team is involved, the workload

				seems well balanced *10 points*
Documentation in Github Issues	non identified *0 points*	incomplete or unclear *6 points*	issues are documented, clear and understandable *8 points*	very thorough and great documentation *10 points*
Wiki page	none *0 points*	poor *6 points*	good for showing to the challenge giver *8 points*	insightful, complete, clear, relevant, and adequate to show to the challenge sponsor *10 points*

Total Points	84 (out of 100)
Comments	Your documentation is adequate, but the prototype of sprint 2 has too few improvements and iterations. The design was a key aspect on user feedback, but there is no clear improvements on the prototype in this regard, attempting to improve design and/or user experience. For the final deliverable, you could still try to improve the design. But, most important, you can improve overall the GitHub repository, the wiki could have a more clear structure grupping the pages into categories. Your prototype on the GitHub could be better presented with screenshots besides providing the link to the figma. Make sure you provide the link to the player (► Prototype (figma.com)) rather than linking the "mindmap view" of the app frames. P.S. Please note that the quizzes can be answered by December 8th. Each quiz is 30 points (3%). Hence, 15% (150 points) from your final individual grading comes from the quizzes. You have 3 attempts per quiz to reach maximum points.

Final Deliverables | Presentation: Grade 20%: max. 200 points

One Minute pitch	none *0 points*	room for improvement *12 points*	convincing, interesting, clear, the idea is conveyed *16 points*	clear, concise, convincing, sparks curiosity *20 points*
15-Minute presentation	none *0 points*	lacks clarity and structure *12 points*	structured, well laid out, relevant information is presented *16 points*	clear, concise, insightful, inviting further discussion *20 points*
Storyboard	none *0 points*	room for improvement, incomplete, unclear *12 points*	convincing, easy to follow *16 points*	your storyboard is easy to follow, clearly demonstrates it use for communicating your idea *20 points*
Business Model Canvas	none *0 points*	no clear business case *12 points*	evidence of insight and discussion, some information may be missing *16 points*	solid and convincing business case, no obvious information is missing *20 points*
use of Digital Prototype to present your contribution	none *0 points*	barely working, demonstration has room for improvement *12 points*	good release, successful communication of your idea *16 points*	works very well and demonstrates your idea very well *20 points*

Challenge Contribution	none *0 points*	lacks relevance, no clear link with the challenge proposed *12 points*	interesting and relevant, useful to the purpose *16 points*	relevant, innovative, clear, actionable *20 points*
Reflection on GXC international virtual innovation challenge	none *0 points*	little evidence of reflection and learning *12 points*	includes some relevant reflections and learning *16 points*	solid evidence of reflection and learning from teamwork, challenge, and course *20 points*
Teamwork during the presentation	none *0 points*	little evidence of clear organization, roles are not well occupied *12 points*	organization can be seen, roles are defined and occupied *16 points*	organized with clearly defined and consistently occupied roles, playing to the individuals strength *20 points*
Storytelling	no story *0 points*	little evidence of storytelling *12 points*	evidence of storytelling *16 points*	clear and effective storytelling *20 points*
Evaluation at the instructor's discretion	failed *0 points*	passed *12 points*	good *16 points*	excellent *20 points*

Total Points	196 (out of 200)
Comments	Great team work. It is just a shame you didn't demonstrate the prototype during the presentation. Screenshots on the slides might be convenient, but misses the opportunity to effectively demonstrate the app, which is the main reason why prototyping through a digital tool rather than sketches is important.

Final Deliverables | Reporting: Grade 20%: max. 200 points

GitHub Repository - Wiki	none *0 points*	room for improvement *12 points*	information is documented, structure can be improved *16 points*	great structure, all relevant information is documented *20 points*
GitHub Repository – Readme: starting page of your repository	none *0 points*	room for improvement *12 points*	good introduction to your repository *16 points*	professional, relevant starting page of your repository *20 points*
GitHub Repository – GitHub Pages: abstract of your challenge contribution	none *0 points*	room for improvement *12 points*	information is documented *16 points*	professional, relevant abstract of your challenge contribution *20 points*
Problem Statement	none *0 points*	incomplete or unclear *12 points*	clear but may have potential for misunderstandings *16 points*	concisely described, easy to understand *20 points*
Challenge contribution	none *0 points*	existing but incomplete *12 points*	concise overview of your challenge contribution *16 points*	conveys the challenge contribution effectively, is convincing and attractive *20 points*
Business Model Canvas	none *0 points*	unclear business case, hard to read, barely useful in the final report *12 points*	good use to convey the business case *16 points*	the business case is convincingly communicated *20 points*

Digital Prototype and instructions on how to use it	none *0 points*	barely working or hard to use, unclear documentation *24 points*	works well, usable by challenge givers and others *32 points*	very well suited to demonstrate challenge contribution, great instructions *40 points*
Report: clarity of Communication	none *0 points*	lacks clarity *12 points*	clarity, information is presented clearly and understandably *16 points*	excellent communication, your final report presents your results in a concise and understandable manner *20 points*
Evaluation at the instructor's discretion	failed *0 points*	passed *12 points*	good *16 points*	excellent *20 points*

Total Points	188 (out of 200)
Comments	The team improved early deliverables and delivered a well-structured, concise and relevant final reporting, making good use of the Read.me, wiki and GitHub pages to communicate. The problem statement takes into account the perspective of the course / original challenge from the challenge giver. However, based on the problem research and interviews with winter sports enthusiasts their perspective should be taken into account – hence the problem statement has potential for misunderstandings. The prototype is adequate, but since sprint 1 it could have been further developed to better demonstrate the potential of the solution proposed, with more functionalities and frames. We acknowledge your effort at the final mile to improve and congratulate you for the final output.

TOTAL TEAM POINTS	**778 TOTAL POINTS (from 850 awarded)**

Please note these assignments account for 85% of your individual grade. The remaining 15% comes from the individual quizzes. The transcript of records will be available at the end of HM's winter semester (Early March 2021).