

Grading Scheme

ASSIGNMENTS	WEEKS	GRADE
(1) Team Canvas & kick-off challenge research Objectives: <ul style="list-style-type: none"> 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: <ul style="list-style-type: none"> 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: <ul style="list-style-type: none"> 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: <ul style="list-style-type: none"> 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: <ul style="list-style-type: none"> "Light-weight" proof of business case of your idea. 	4-7	10% (100 points)
(6) Sprint 2 Objectives: <ul style="list-style-type: none"> 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: <ul style="list-style-type: none"> 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: <ul style="list-style-type: none"> 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%	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%		

Grading Assessment TEAM 35

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

Total Points	50
Comments	Excellent start. Very well documented research up to this point. The team canvas is not available due to a broken link on the image uploaded. Please upload it again and we will consider it and update your assignment 1 grading accordingly.

Assignment 2: Grade 2%: max. 20 points

Research the problem	no new research found <i>0 points</i>	research documented <i>6 points</i>	the problem was well researched <i>8 points</i>	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. <i>10 points</i>
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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
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Total Points	16
Comments	<p>The problem is researched, but this is not transferred to the problem statement. The statement should be short and nail the problem. It should not detail the scenario or rephrase the broad challenge statement made available. For a problem statement, you need to analyze your research insights and then you must ask yourselves what are the real pain point(s) behind this problem? And you need to take into account the youngsters perspective. What are their pain points that the KJR (or a similar NGO) 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.</p> <p>You also seem to have uploaded an image that is not viewable – please upload it again.</p>

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	70
Comments	<p>The empathy map lacks the pain/gains that are essential to identify opportunities.</p> <p>The storyboard tells a compelling story. There is a page on storyboard feedback with a short documentation on it.</p> <p>We suggest you conduct further user interviews to acquire feedback on the idea – use the storyboard and first version of the prototype.</p>

	You have a good list of questions, rather comprehensive, but the answers are too short to fulfill the objective of the exercise to make the idea more concrete by pretending this is a real FAQ after launch of the APP.
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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	80 (out of 100)
Comments	<p>The prototype in sprint 1 is adequately developed. The look and feel is well done. Overall well done.</p> <p>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 identify through your business model canvas.</p> <p>You wiki page is long and lacks a concise structured for the final deliverable. You use the GitHub issues to manage the broad-main tasks of your team's</p>

	<p>work, but it seems only one team members is really 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> <p>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.</p>
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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 Proposition	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 <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>

Total Points	88 (out of 100)
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Comments	<p>The business model presents an adequate business case. However, most points are not complete and/or clear.</p> <p>Value proposition should clearly state the value the solution delivers to the customers. This should clearly differentiate you from the other similar offers.</p> <p>Customer relationship: you mention advertisement and partnership which do not apply here. Except by offering social media channels, it does not say how you are building a relationship between your solution/startup and the customer segments</p> <p>Key activities and key resources: What is necessary in terms of resources (Human resources, financial resources, equipment, etc) and what activities are essential on the business processes to maintain the solution running? You mention as main activity a mix of one-off developmental steps (kickstarter campaign) with on-going maintenance activities. On resources you only mentioned programming of functionalities, which is a micro level that is not relevant here. You need to consider major resource necessities to launch and run this as a startup.</p> <p>Cost Structure: You should detail what the development and the maintenance cost making a rough estimate in euros in order to provide the minimum information necessary for a decision-maker to decide if this solution should be implemented. The maintenance cost need to be consistent with the activities and resources described.</p> <p>Revenue: This is rather vague. What is your revenue model for each customer segment?</p> <p>You should use the text on the wiki (or the borders of the canvas) on the macro and micro environments context that leads to this business model, as mentioned on our week 5 live session. At least highlighting the main trends and pointing out to competitors/substitute solutions that also support the building of green walls. Furthermore, you could use the text on the wiki for clearly describing your business model and its logic.</p> <p>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.</p>
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Assignment 6: Grade 10%: max. 100 points

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

				challenge contribution <i>10 points</i>
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 according to their strengths <i>8 points</i>	great teamwork, the entire team is involved, the workload seems well balanced <i>10 points</i>
Documentation in Github Issues	non identified <i>0 points</i>	incomplete or unclear <i>6 points</i>	issues are documented, clear and understandable <i>8 points</i>	very thorough and great documentation <i>10 points</i>
Wiki page	none <i>0 points</i>	poor <i>6 points</i>	good for showing to the challenge giver <i>8 points</i>	insightful, complete, clear, relevant, and adequate to show to the challenge sponsor <i>10 points</i>

Total Points	80 (out of 100)
Comments	<p>Your user testing documentation is small and only available by following the link to the raw data of your googleform. You need to properly document it on the wiki. Nevertheless, you clearly described how you improved your prototype based on it. There is not much improvement from sprint 1 to your prototype and the click through have too few pages/frames to demonstrate the value proposition of “your voice”. I could only click through to see/join a group, but I could not see the frames on the voting process. These are also not available on the page with all frames. Please check your figma prototype to make sure you have the frames necessary to demonstrate your solution and value proposition. Hence, for sprint 2, we cannot consider it a good release. We would like to encourage you to develop the missing functionalities for the final deliverable to improve your grade – remember: the final deliverables are worth 40% of your final grade.</p> <p>p.s. In case there was an error on the link of the prototype, please contact Audrey to request a review.</p> <p>For the final deliverable, you can still work on your prototype and make changes if you would like. But, most important, you can improve overall the GitHub repository. Your documentation is rather unorganized and to release it at the end, you must organize your wiki in categories and sub-categories. Provide the player link to your prototype on Figma rather than to the page with the mindmap of the frames: PTY Team Library (figma.com)</p> <p>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.</p>

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 its 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	188 (out of 200)
Comments	Well structured presentation and good reflection. To better understand the problem it would have been important to go through the storyboard.

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	192 (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. We acknowledge your effort at the final mile to improve and congratulate you for the final output.

TOTAL TEAM POINTS	764 TOTAL POINTS (from 850 awarded)
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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).