

## Grading Scheme

ASSIGNMENTS	WEEKS	GRADE
<b>(1) Team Canvas &amp; kick-off challenge research</b> Objectives: <ul style="list-style-type: none"> <li>Kick-off your work as a team. Align the team vision, manage course expectations, align previous experiences, and roles in your team.</li> <li>Research the challenge problem.</li> <li>Learn hands-on intercultural and international collaboration skills.</li> <li>Learn how to work effectively in remote teams.</li> <li>Increase your employability in a modern, global, digital work environment.</li> </ul>	1	5% (50 points)
<b>(2) Problem Statement</b> Objectives: <ul style="list-style-type: none"> <li>Research the challenge problem.</li> <li>Write a concise statement of your understanding of the problem.</li> <li>The problem statement is a feedback to the challenge giver and shows the understanding of the challenge.</li> <li>The problem statement is the starting point of ideation.</li> </ul>	2	2% (20 points)
<b>(3) Ideation</b> Objectives: <ul style="list-style-type: none"> <li>Develop an innovative contribution to the proposed challenge.</li> <li>Agree in your team what to work on.</li> <li>Learn about innovation processes and entrepreneurial thinking.</li> <li>Increase your employability in a modern, global, digital work environment.</li> </ul>	3	8% (80 points)
<b>(4) Sprint 1</b> Objectives: <ul style="list-style-type: none"> <li>Work on your idea.</li> <li>Demonstrate scenarios for your idea.</li> <li>Learn how to prototype using digital technologies.</li> </ul> Learn processes and agile organizational skills used in digital projects.	5 & 6	10% (100 points)
<b>(5) Business Model Canvas</b> Objectives: <ul style="list-style-type: none"> <li>"Light-weight" proof of business case of your idea.</li> </ul>	4-7	10% (100 points)
<b>(6) Sprint 2</b> Objectives: <ul style="list-style-type: none"> <li>Refine your idea.</li> <li>Test your idea and collect feedback.</li> <li>Learn how to prototype using digital technologies.</li> <li>Learn processes and agile organizational skills used in digital projects.</li> </ul>	7 & 8	10% (100 points)
<b>(7) Final Presentation</b> Objectives: <ul style="list-style-type: none"> <li>Present your challenge contribution to the challenge givers.</li> <li>Make effective presentations and pitches.</li> <li>Increase your employability in a modern, global, digital work environment.</li> </ul>	9	20% (200 points)
<b>(8) Final Report &amp; Prototype</b> Objective: <ul style="list-style-type: none"> <li>Provide a valuable output for the given challenge.</li> </ul>	9	20% (200 points)
<b>INDIVIDUAL QUIZ:</b> 5 quizzes about the videos' content (15 questions each, 2 points per question)	0-9	15% (150 points)
<b>TOTAL</b>		100% (1000 points)
<b>BONUS:</b> 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

<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, 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>
<b>Research</b>	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>
<b>Interviews with stakeholders</b>	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>
<b>Open Questions</b>	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>

<b>Total Points</b>	50
<b>Comments</b>	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

<b>Research the problem</b>	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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<b>Problem statement</b>	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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<b>Total Points</b>	16
<b>Comments</b>	<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

<b>Empathy map</b>	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
<b>Ideation</b>	ideation not documented 0 points	ideation was documented 6 points	well done 8 points	great, the ideation process is very well documented 10 points
<b>Storyboard</b>	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
<b>Feedback to storyboard</b>	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
<b>Press Release</b>	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
<b>FAQs</b>	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

<b>Total Points</b>	70
<b>Comments</b>	<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

<b>Digital Prototype</b>	none 0 points	barely working 12 points	good release 16 points	excellent, prototype works smoothly 20 points
<b>Key Features</b>	none 0 points	incomplete 6 points	almost complete 8 points	working very well 10 points
<b>Look and Feel</b>	no prototype or very poor user interface 0 points	difficult to understand 6 points	well done 8 points	very well done 10 points
<b>Wording and communication with the user</b>	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
<b>Purpose of digital prototype</b>	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
<b>Team work &amp; workflow</b>	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
<b>Documentation in GitHub Issues</b>	none identified 0 points	incomplete or unclear 6 points	issues are documented 8 points	very thorough and concise documentation 10 points
<b>Wiki page</b>	none 0 points	incomplete or unclear 12 points	good for showing to the challenge giver 16 points	clear, easy to understand, relevant 20 points

<b>Total Points</b>	80 (out of 100)
<b>Comments</b>	<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 8<sup>th</sup>. 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

<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 <i>10 points</i>
<b>Value Proposition</b>	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>
<b>Channels</b>	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>
<b>Customer Relationships</b>	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>
<b>Revenue Streams</b>	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>
<b>Key Resources</b>	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>
<b>Key Activities</b>	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>
<b>Key Partnerships</b>	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>
<b>Cost Structure</b>	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>

<b>Total Points</b>	88 (out of 100)
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<b>Comments</b>	<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 8<sup>th</sup>. 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

<b>Digital Prototype</b>	none <i>0 points</i>	barely working <i>12 points</i>	good release <i>16 points</i>	excellent, works well <i>20 points</i>
<b>Testing your prototype</b>	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>
<b>More Features</b>	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>
<b>Look and Feel</b>	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>
<b>Documentation of usability testing</b>	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 10 points
<b>Purpose of digital prototype</b>	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
<b>Team work &amp; workflow</b>	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
<b>Documentation in Github Issues</b>	non identified 0 points	incomplete or unclear 6 points	issues are documented, clear and understandable 8 points	very thorough and great documentation 10 points
<b>Wiki page</b>	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

<b>Total Points</b>	80 (out of 100)
<b>Comments</b>	<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: <a href="#">PTY Team Library (figma.com)</a></p> <p>P.S. Please note that the quizzes can be answered by December 8<sup>th</sup>. 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>

<b>TOTAL TEAM POINTS</b>	<b>384 TOTAL POINTS (from 450 awarded)</b>
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