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 11

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	44
Comments	The team started really well on the challenge. Nevertheless, the research focused on desk research and the interview with Dr. Triebswetter only. There is no documentation of primary data collection with other stakeholders. This is an important next step to get their perspective.

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	16
Comments	The problem is well researched based on desk research and interview with Dr. Triebswetter. It is important you try to understand the perspective of companies / their employees. The challenge is to make them care about climate protection in times of crises.

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. 7 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	62 (out of 80)
Comments	The primary research data collection is not documented under research. Who did you talk to to build the empathy map? We may not assess if the empathy map reflects the stakeholders opinions if we cannot read the data input. Also, who gave you feedback on the storyboard? We recommend you document all primary data collection with the target audience and possible end-users (prototyping testing) separately in a wiki and point out to who did you talk to and summarize results to provide evidence to the deliverables produced. On the FAQ you mention the app is tailored to commercial areas – is this a niche? Overall, you need to clarify the target audience, especially if you will target a specific industry, segment of type of business: present the rational to it. The Press release has a necessary structure, starting with explaining the problem. What is the problem? Why did the companies part of the ecoprofit needed something like your app ? How does the app support the ecoprofit to retain companies in the program and acquire more participants?

Did you manage to conduct any interview with actual companies that are taking part or have in the past taken part of the ecoprofit program? This would be key to understand their problems and how a visualization and chat app could support them. What about the possibility to use it for marketing purposes? On the storyboard you mentioned the companies using the app could be rated as "green businesses" in Munich. Is it binary? Green/not green or could it be a scale of green?			

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	82 (out of 100)
Comments	The prototype in sprint 1 is adequately developed. The function of the heatmap is not clear for a test-user. Some questions are hard to answer. What happens if the user does not have data on waste production? Does the user gets advice on how to track and get this data? Can it be automated to improve estimates and not be shallow guesses?

How can you further automated the data input? How can it connect with the Ecoprofit?

How is the overall user workflow on the app? Login? Reports per date (history)?

It is key the prototype is self-explanatory for the test user. Get as much feedback as possible from people on your network that are in management positions inside a company.

You use the GitHubs issues and the Kanban board to manage your team's work, but it seems only 2 team members are really active. 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	78 (out of 100)
Comments	The business model presents an adequate business case. However, most points are not complete and/or clear. Channels: You identifies 3 channels, but do not say if this is for awareness, delivery, communication etc. Key activities and key resources: What is necessary in terms of resources (Human resources, financial resources, equipments, etc) and what activities are essential on the business processes? Cost Structure: You should detail what the development and the maintenance means and estimate an cost in euros. Revenue: What do you mean by the pro version? Would that be a fremium model? Please detail this. You mention sponsors, but this stakeholder is not reflected on the key partners, making it business model inconsistent and incomplete. Furthermore, you should use the border of the canvas or text on the wiki 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 tracking of co2 emission. 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	98 (out of 100)
Comments	The sprint 2 prototype is a real step forward since sprint 1. You collected appropriate number of feedback and considered these to develop further your prototype. You can still improve the language of your wiki to providing more information to the reader and make use of the "Home" of the wiki to five an introduction. 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.

TOTAL TEAM POINTS	**382 TOTAL POINTS** **(from 450 points awarded)**