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)

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.

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*
20-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	no clear business case	evidence of insight and	solid and convincing business case, no

	0 points	12 points	discussion, some information may be missing 16 points	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	200 (out of 200)
Comments	Great teamwork, visuals and storytelling. The presentation offered a very convincing problem-solution fit.

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 wiki. The Github pages and the read.me are very short and simple, but communicate the main points for the final reporting. The challenge giver was impressed by the problem-solution fit of your solution and we acknowledge your effort at the final mile to improve and congratulate you for the final output.

TOTAL TEAM POINTS	**780 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).