

## 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%	4,0 (D)	60%		
1,3 (A-)	90%	2,3 (B-)	80%	3,3 (C-)	70%				

## Grading Assessment TEAM 14

### 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>	46
<b>Comments</b>	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 meaningful 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

<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>	14
<b>Comments</b>	<p>The problem is 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.</p> <p>Also the problem 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 companies and their employees perspective. What are their pain points that the city of Munich (or any other municipality) in its position could offer to support them towards climate protection despite the crises situation? 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>

### 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>	50
<b>Comments</b>	<p>You have developed an idea, but this is not user-centric. The deliverables are rather generic and is not clear what is your solution and the value proposition. You still lack customer (i.e. end-user) research and it is key that you collect feedback via interviewing potential end-users.</p>

	<p>What are the companies motivation to place them on the list and have this extra work? What they get out of it?</p> <p>The idea and its value proposition must be more concrete.</p> <p>The FAQ is rather short and vague.</p> <p>The press release is unfortunately not a press release. The template was a guideline for the structure of the text. The final press release should be a flowing text including those elements.</p> <p>Both Press Release and FAQ is a way to make your idea more concrete by “pretending” it is being launched and now companies can take part. Why should they? What do they get out of it? What they need to do? Answers provide are too vague and superficial.</p> <p>In order to improve your outcome, we strongly recommend you to include end-user research. As you will next test the prototype and get feedback, please include on these interviews the problem as well.</p> <p>To improve your idea you need first to understand the pain points to address it accordingly.</p>
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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>	86 (out of 100)
<b>Comments</b>	<p>The prototype in sprint 1 is adequate. Your idea is well communicated and demonstrated. It is key that you obtain feedback from end-user before the next release in order to improve the usability. There are “eco-friendly” lists over the internet. It is not very clear your value proposition and differentiation strategy. Of course that it being offered by the City of Munich it adds legitimacy to the data, but this also means the data input must have a good quality control process. Besides a list, how can you add value to the user? To the companies on the list? To the city of munich? How does it integrate strategically in the Ecoprofit or is it an unrelated, parallel initiative?</p> <p>You wiki page is well structured. For a final release, it can be improved and better organized and explained.</p> <p>You use the GitHubs issues and the Kanban board to manage your team’s work is good. It seems the team members are engaged and all are contributing to the work.</p> <p>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>

<b>TOTAL TEAM POINTS</b>	<b>196 TOTAL POINTS (from 250 awarded)</b>
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