

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 14

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	46
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 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

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	14
Comments	<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

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	50
Comments	<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

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	86 (out of 100)
Comments	<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 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>

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	100 (out of 100)
Comments	<p>The business model presents an adequate business case for your solution. You opted to position yourselves as intrapreneurs and the business case presented adequate structure, context and all items were relevant and concise. For the final deliverable, you can still make changes and further detail it, as e.g. on revenue consider how this could be funded (e.g. government funding). but leaving as is will already give you maximum points, so you can also focus your effort on the presentation and GitHub repository.</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>

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 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	84 (out of 100)
Comments	<p>Your documentation of user testing is minimum for a sprint 2 development phase. You have done only one clear improvement on your prototype from sprint 1 based on Dr. Triebswetter feedback. The prototype of sprint 2 is very similar to sprint 1 with too few improvements and iterations.</p> <p>For the final deliverable it is important you improve your documentation of user testing and improving overall the GitHub repository, clearly presenting your solution, its value proposition and better presenting (documenting) your prototype on the GitHub, besides providing the link to the figma.</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	176 (out of 200)
Comments	The presentation offered an adequate overview, but missed many opportunities to explore important aspects on the problem (storyboard), business model to demonstrate the value of your solution. You could have made better use of the time.

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	conveys the challenge contribution effectively,

			16 points	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	160 (out of 200)
Comments	<p>The team improved some of the early deliverables and delivered a well-structured wiki. However, the read present a too short and simplified reporting. The team failed to deploy/deliver a GitHub pages, limiting dramatically the ability to communicate in a clear and concise way the final report.</p> <p>We acknowledge your effort at the final mile to improve and praise you for your effort during this challenge.</p>

TOTAL TEAM POINTS	716 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).