



## 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)
		2,0 (B)	83%	3,0 (C)	73%			
1,3 (A-)	90%	2,3 (B-)	80%	3,3 (C-)	70%	4,0 (D)	60%	<60%

## Grading Assessment TEAM 23

### 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>	48
<b>Comments</b>	Excellent start. Very well documented research up to this point.

### 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>
<b>Problem statement</b>	no problem statement <i>0 points</i>	problem statement is available <i>6 points</i>	Your problem statement is understandable and documents your insight. <i>8 points</i>	Excellent problem statement <i>10 points</i>

<b>Total Points</b>	12
<b>Comments</b>	<p>The problem is researched, but this is not transferred to the problem statement. The statement present only rephrases 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 ski enthusiasts perspectives. What are their pain points that the German Ski Association 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>

### 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>	62
<b>Comments</b>	<p>Your storyboard left a lot to the imagination. You are right that the images should speak by themselves, nevertheless it is essential you communicate the user journey from problem to solution with a short description leading from the problem to the solution.</p> <p>The feedback is not documented. Here is not about getting the opinion of your coach or instructors. It is about getting feedback from potential customers / end-users, as the storyboard tell their customer journey from having a problem to solving it by using your app.</p> <p>The FAQ should you help make your solution more concrete by creating a FAQ based on the potential questions of real end-users.</p>

	<p>Your idea needs to be further developed to be more concrete. The value proposition is clear, but the feasibility is not. What about integration with the lift ticket systems ? Restaurants orders? Have you talked to these operators to understand their problems? Do you know which companies currently provide the ticketing systems ? Why don't they offer a ticket app? If they would, what would be your app value proposition? One stop shop for ski experiences? How does this solution help the Federation with their problems?</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>	92 (out of 100)
<b>Comments</b>	The prototype in sprint 1 is well developed for sprint 1. It is relatively easy to follow, the goal and value proposition are clear and the look and feel is very well done for sprint 1. Overall, Well done!

	<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 skis. Please also test your name/brand.</p> <p>A personal opinion here: For me if I hear “snow activist” I think of climate protection and activist actually going against wintersports and the “damage” this can make on the nature by exploring the mountains or the fact that climate change might mean there will be no snow on German Alps in the future and your app if for activists. Maybe think of a name that is short, simple and direct referring to tickets and queues.</p> <p>Furthermore, it would be important for you to reach out and talk to a couple of ski lifts operators to check the feasibility of the idea from their perspective. Research which ticketing systems are being used, who are the suppliers of this systems and why do they don’t offer it yet? How it would be the integration to get the purchase complete and the ticket pass activated?</p> <p>You wiki page is well structured and of good quality for a final release. There team members contribution is clearly defined. However, even though you use the GitHub issues and the Kanban board to manage your team’s work, it seems mostly only one team member is 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.</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>
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<b>TOTAL TEAM POINTS</b>	<b>214 TOTAL POINTS (from 250 awarded)</b>
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