

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 24

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	48
Comments	Excellent start. Very well documented research up to this point.

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>
Problem statement	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>

Total Points	14
Comments	<p>The problem is well researched based on desk research and interviews. However, this is not transferred to the problem statement. The 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 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

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	68
Comments	<p>The empathy maps misses the pains and gains which leads to the identification of opportunities. Even though there some items under "feel" specially regarding pains, the available empathy map does not present a good enough picture of your stakeholders' gain and pain points. We recommend these are addressed on a specific section of the map and be more thoroughly considered.</p> <p>The ideation process is well documented through the "ideas image". The Press release followed the main guidelines and is well written. In order to be excellent the text should be longer, more concise with more details on the value proposition of the solution for the different stakeholders. The press release doesn't have a good flow as paragraphs don't blend well. I.e. the paragraphs break clearly based on the original template items.</p>

	<p>What about the sponsors of the ski federation's events. How can they benefit from your app?</p> <p>Does the app track the users on the slopes so you can find your group of friends? Can you create a group? Can you create/propose pop-meetings like meeting for lunch at specific restaurant on the slope? Can you create fun competitions among the users (e.g. collect points on a kind of fun race?!)</p> <p>Can you find users per skill level? Can people point out on their profile if they are willing to help /teach others to ski and what they want to get for it? (Novice skiers might find paid courses and private classes inflexible and expensive and maybe would be motivated to pay informally or exchange for a paid lunch, for someone with more experience to give them some tips...)</p>
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Assignment 4: 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, prototype works smoothly <i>20 points</i>
Key Features	none <i>0 points</i>	incomplete <i>6 points</i>	almost complete <i>8 points</i>	working very well <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>	well done <i>8 points</i>	very well done <i>10 points</i>
Wording and communication with the user	hard to understand <i>0 points</i>	not very professional <i>6 points</i>	easy to follow and to understand, good user experience <i>8 points</i>	consistent and clear wording, great user experience <i>10 points</i>
Purpose of digital prototype	unclear <i>0 points</i>	difficult to see the benefit of the digital prototype <i>6 points</i>	good use of prototyping. You have communicated the idea of the challenge contribution well. <i>8 points</i>	you are making excellent use of digital prototyping. You use it very well to bring your ideas across. <i>10 points</i>
Team work & workflow	hard to tell from issues, project board and wiki <i>0 points</i>	incomplete <i>6 points</i>	all team members are involved <i>8 points</i>	great team work, the entire team is involved, workload seems well balanced, involvement plays to individual strength <i>10 points</i>
Documentation in GitHub Issues	none identified <i>0 points</i>	incomplete or unclear <i>6 points</i>	issues are documented <i>8 points</i>	very thorough and concise documentation <i>10 points</i>
Wiki page	none <i>0 points</i>	incomplete or unclear <i>12 points</i>	good for showing to the challenge giver <i>16 points</i>	clear, easy to understand, relevant <i>20 points</i>

Total Points	90 (out of 100)
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Comments	<p>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> <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 the profile of end-user, but also the profile of another stakeholder you might identify through your business model canvas.</p> <p>You wiki page is structured, but still lacks a home page and more concise text and structure for a final release. Even though you use the GitHub issues to manage your team's work, it seems mostly only 2 team-members are 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 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>
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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 a very good business case for your solution. You opted to position yourselves as a startup and the business case presented adequate structure, context and all items were relevant and concise.</p> <p>For the final deliverable, you can still make changes and further detail it, by e.g. implementing some comments you might receive at the presentation from DSV. But, leaving as is will already give you maximum points, so you can also focus your effort on the presentation of the prototyped solution 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 <i>0 points</i>	difficult to see the benefit of the digital prototype <i>6 points</i>	Good use of prototyping. You have communicated the idea of the	you are making excellent use of digital prototyping; you use it very

			challenge contribution well. <i>8 points</i>	well to bring your ideas across. <i>10 points</i>
Team work & workflow	hard to tell from issues, project board and wiki <i>0 points</i>	incomplete <i>6 points</i>	all team members are involved according to their strengths <i>8 points</i>	great teamwork, the entire team is involved, the workload seems well balanced <i>10 points</i>
Documentation in Github Issues	non identified <i>0 points</i>	incomplete or unclear <i>6 points</i>	issues are documented, clear and understandable <i>8 points</i>	very thorough and great documentation <i>10 points</i>
Wiki page	none <i>0 points</i>	poor <i>6 points</i>	good for showing to the challenge giver <i>8 points</i>	insightful, complete, clear, relevant, and adequate to show to the challenge sponsor <i>10 points</i>

Total Points	98 (out of 100)
Comments	<p>Your user testing documentation is very good and you improved your prototype from sprint 1, based on the feedback received.</p> <p>For the final deliverable, you can still work on your prototype and make changes if you would like. But, most important, you can improve overall the GitHub repository, the wiki could have a more clear structure grouping the pages into categories.</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 <i>0 points</i>	room for improvement <i>12 points</i>	convincing, interesting, clear, the idea is conveyed <i>16 points</i>	clear, concise, convincing, sparks curiosity <i>20 points</i>
15-Minute presentation	none <i>0 points</i>	lacks clarity and structure <i>12 points</i>	structured, well laid out, relevant information is presented <i>16 points</i>	clear, concise, insightful, inviting further discussion <i>20 points</i>
Storyboard	none <i>0 points</i>	room for improvement, incomplete, unclear <i>12 points</i>	convincing, easy to follow <i>16 points</i>	your storyboard is easy to follow, clearly demonstrates its use for communicating your idea <i>20 points</i>
Business Model Canvas	none <i>0 points</i>	no clear business case <i>12 points</i>	evidence of insight and discussion, some information may be missing <i>16 points</i>	solid and convincing business case, no obvious information is missing <i>20 points</i>

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	Well organized, all key points were addressed in the 15min presentation. The language was adequate and overall the presentation and the pitch were done professionally.

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	good use to convey the business case 16 points	the business case is convincingly communicated 20 points

		<i>12 points</i>		
Digital Prototype and instructions on how to use it	none <i>0 points</i>	barely working or hard to use, unclear documentation <i>24 points</i>	works well, usable by challenge givers and others <i>32 points</i>	very well suited to demonstrate challenge contribution, great instructions <i>40 points</i>
Report: clarity of Communication	none <i>0 points</i>	lacks clarity <i>12 points</i>	clarity, information is presented clearly and understandably <i>16 points</i>	excellent communication, your final report presents your results in a concise and understandable manner <i>20 points</i>
Evaluation at the instructor's discretion	failed <i>0 points</i>	passed <i>12 points</i>	good <i>16 points</i>	excellent <i>20 points</i>

Total Points	196 (out of 200)
Comments	<p>The team improved early deliverables and delivered a well-structured, concise and relevant final reporting, making good use of the Read.me, wiki and GitHub pages to communicate.</p> <p>The problem statement takes into account the perspective of the course / original challenge from the challenge giver. However, based on the problem research and interviews with winter sports enthusiasts their perspective should be taken into account – hence the problem statement has potential for misunderstandings.</p> <p>The challenge giver considered the idea promising and we acknowledge your effort at the final mile to improve and congratulate you for the final output.</p>

TOTAL TEAM POINTS	816 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).