

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

## Grading Assessment TEAM 31

### 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>	50
<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>	16
<b>Comments</b>	<p>The problem is researched, but 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 youngsters perspective. What are their pain points that the KJR (or a similar NGO) 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>	72
<b>Comments</b>	<p>Great work. Well documented including feedback.</p> <p>The press release should be a flowing text including integrating the elements of the template, rather than using these as headings. See examples of real press releases provided on a link on deep dive.</p> <p>The FAQ has short answers and it should help you to make your idea more concrete by considering different questions that might emerge once the solution is deployed. In this sense, you should not consider your current situation but the future (i.e. after the launch).</p>

	<p>You seem to have access to school teacher and someone near KJR: These are important informants – try to engage them to get you further feedback as you move through with prototyping.</p> <p>Keep up the great work and if possible try to involve more youngsters on the testing of the prototyping.</p>
--	--

#### 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>	88 (out of 100)
<b>Comments</b>	<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 and you use the GitHub issues to manage your team's work. It is key for virtual teams that team members are aligned in their to-dos and track the issues.</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>
--	--

### Assignment 5: Grade 10%: max. 100 points

<b>Business Model Canvas</b>	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>
<b>Customer Segments</b>	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>
<b>Value Proposition</b>	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>
<b>Channels</b>	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>
<b>Customer Relationships</b>	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>
<b>Revenue Streams</b>	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>
<b>Key Resources</b>	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>
<b>Key Activities</b>	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>
<b>Key Partnerships</b>	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>
<b>Cost Structure</b>	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>

<b>Total Points</b>	100 (out of 100)
---------------------	------------------

<b>Comments</b>	<p>The business model presents a good business case. You opted to position yourselves as intrapreneurs and the business case presented adequate structure, context and all items were relevant and concise. Well done. For the final deliverable, you can still make changes and further detail it, 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 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>
-----------------	---

### Assignment 6: Grade 10%: max. 100 points

<b>Digital Prototype</b>	none <i>0 points</i>	barely working <i>12 points</i>	good release <i>16 points</i>	excellent, works well <i>20 points</i>
<b>Testing your prototype</b>	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>
<b>More Features</b>	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>
<b>Look and Feel</b>	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>
<b>Documentation of usability testing</b>	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>
<b>Purpose of digital prototype</b>	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>
<b>Team work &amp; workflow</b>	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>
<b>Documentation in Github Issues</b>	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>



<b>Wiki page</b>	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>
------------------	-------------------------	-------------------------	--	--

<b>Total Points</b>	98 (out of 100)
<b>Comments</b>	<p>Your user testing documentation is very good and you improved your prototype from sprint 1, based on the feedback received in a real meaningful way. Well done!</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 is based on the project with categories like “questions for...” that are not relevant for a final release / challenge givers. You could have a more clear structure grouping the pages into categories. Make sure you provide the player link to your prototype rather than the mindmap view of frames: <a href="#">► gxc_prototype v2.0 31 (figma.com)</a></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>

### Final Deliverables | Presentation: Grade 20%: max. 200 points

<b>One Minute pitch</b>	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>
<b>15-Minute presentation</b>	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>
<b>Storyboard</b>	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 it use for communicating your idea <i>20 points</i>
<b>Business Model Canvas</b>	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>
<b>use of Digital Prototype to present your contribution</b>	none <i>0 points</i>	barely working, demonstration has room for improvement <i>12 points</i>	good release, successful communication of your idea <i>16 points</i>	works very well and demonstrates your idea very well <i>20 points</i>
<b>Challenge Contribution</b>	none <i>0 points</i>	lacks relevance, no clear link with the challenge proposed <i>12 points</i>	interesting and relevant, useful to the purpose <i>16 points</i>	relevant, innovative, clear, actionable <i>20 points</i>
<b>Reflection on GXC international virtual innovation challenge</b>	none <i>0 points</i>	little evidence of reflection and learning	includes some relevant	solid evidence of reflection and learning

		12 points	reflections and learning 16 points	from teamwork, challenge, and course 20 points
<b>Teamwork during the presentation</b>	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
<b>Storytelling</b>	no story 0 points	little evidence of storytelling 12 points	evidence of storytelling 16 points	clear and effective storytelling 20 points
<b>Evaluation at the instructor's discretion</b>	failed 0 points	passed 12 points	good 16 points	excellent 20 points

<b>Total Points</b>	192 (out of 200)
<b>Comments</b>	Great team work. Well structured, professional and good reflection. To better understand the problem it would have been important to go through the storyboard. The presentation over-focused on the process, the goals of the tasks, your experience, etc.

### Final Deliverables | Reporting: Grade 20%: max. 200 points

<b>GitHub Repository - Wiki</b>	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
<b>GitHub Repository – Readme: starting page of your repository</b>	none 0 points	room for improvement 12 points	good introduction to your repository 16 points	professional, relevant starting page of your repository 20 points
<b>GitHub Repository – GitHub Pages: abstract of your challenge contribution</b>	none 0 points	room for improvement 12 points	information is documented 16 points	professional, relevant abstract of your challenge contribution 20 points
<b>Problem Statement</b>	none 0 points	incomplete or unclear 12 points	clear but may have potential for misunderstandings 16 points	concisely described, easy to understand 20 points
<b>Challenge contribution</b>	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
<b>Business Model Canvas</b>	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
<b>Digital Prototype and instructions on how to use it</b>	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
<b>Report: clarity of Communication</b>	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
<b>Evaluation at the instructor's discretion</b>	failed 0 points	passed 12 points	good 16 points	excellent 20 points

<b>Total Points</b>	196 (out of 200)
<b>Comments</b>	<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>We acknowledge your effort at the final mile to improve and congratulate you for the final output.</p>

<b>TOTAL TEAM POINTS</b>	<b>812 TOTAL POINTS (from 850 awarded)</b>
--------------------------	--

**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).**