

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 32

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	50
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	18
Comments	The problem is researched. To improve the 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.

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	76
Comments	Great job! Is it like Meetup.com for children? This kind of comparison helps people to understand. You seem to refer to Tinder, because of the functionality simplicity of swapping right/left. Can only organizations and clubs post events? How do you verify the authenticity of the events posted? How do you control that the app won't be misused to organize illegal parties? Riots? Pedophiles fake profiles?

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	88 (out of 100)
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>Please consider your value proposition in comparison to solutions like Meetup.com and EventBrite.</p> <p>You wiki page is structured and you use the GitHub issues to manage your team's work. However it seems only one team member is managing it. 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 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	98 (out of 100)
Comments	The business model presents a 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. One aspect you can improve still is the value proposition. It is clear what you are

	<p>offering, but you do have have a clear value proposition when compared to possible competitors as Eventbrite and Meetup. What do you offer different or do better than them?</p> <p>For the final deliverable, you can still make changes and further detail it, but implement some comments you might receive at the presentation to KJR. 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>
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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 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 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>
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Total Points	96 (out of 100)
Comments	<p>Your user testing documentation is small, but you clearly described how you improved your prototype based on it.</p> <p>Please check your figma settings and make sure you provide the correct link to it, because we could not access your prototype through the link provided (the link directs to an error page saying: "Either this file doesn't exist or you don't have permission to view it. Ask the file owner to verify the link and/or update permissions"). So the grading is based on the screenshots available on the wiki.</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 and assure your prototype on Figma is accessible.</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>

TOTAL TEAM POINTS	424 TOTAL POINTS (from 450 awarded)
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