Course Output:

* project = prototype of the product as Word document
* essay = Word document on sales and marketing strategy + pptx

Output per Learning Outcomes:

* LO1 & LO2 = prototype
* LO3 = technical documentation of the prototype
* LO4 = essay

LO1 grading criteria:

1. Project team establishment (10%)

* 1. Team has at least one member from each of 3 majors
* 2. TL/ Scrum Master has been assigned to one team member
* 3. Product Owner role has been assigned to one team member
* 4. Organization Matrix & Team capacity has been established (per each student major and per student)
* 5. Team has successfully acquired Scrum

1. Project presentation (20%)

* 1. Presentation is updated continuously as the project advances, extra effort is put int presentations’s visual format and clarity. Project title, code name, Team ordinal no & Name
* 2. Team organizational matrix
* 3. Team capacity
* 4. Problem vs. Solution
* 5. Product Overview
* 6. Market & Competition, UPS, Smart Goals, Marketing and KPIs
* 7. Business model
* 8. SWOT
* 9. Product Roadmap
* 10. Product backlog
* 11. Short review of Sprint planning and at least two sprints cca 10 slides, 15 mins presentation

1. Business Model Canvas (20%)

* all 9 blocks are clearly defined and BMC is delivered and presented
  + 1. Customer Segments - Personas are defined
  + 2. Value Proposition (most importantly - unique VP)
  + 3. Channels (how you reach your customers)
  + 4. Customers Relationships (how you build, nurture and grow)
  + 5. Revenue streams
  + 6. Key resources
  + 7. Key activities
  + 8. Key partners
  + 9. Cost

1. Product Roadmap & Product Backlog (20%)

* 1. Product requirements analyses have been delivered
* 2. Product functionality has been defined and their delivery has been prioritized
* 3. The product roadmap has been defined for PoC and MVP
* 4. The product backlog has been defined and effort for each backlog item has been defined

1. Project Structure & Scrum Methodology (20%)

* using Jira
* the team has completed at least two sprints with all the following steps:
  + 1. Sprint plan( sprint goal, sprint backlog)
  + 2. Daily scrum
  + 3. Sprint review
  + 4. Sprint retrospective
  + 5. Sprint Backlog Management
  + 6. Short presentation (“Sprint review”) has been prepared and presented at the practical class)