Thank you for completing the project. You have done really well. Your overall score is 75%. Kudos!

Here is how your submission has been graded. We hope you find it useful and helpful for your future submissions.

Parameter	Score	Comments
Parameter: Data Management:	3	The learner has gathered relevant, accurate data and analyzed it using the right methods.
Parameter: Decision Making:	2	The learner leveraged data to inform their decisions but failed to develop alternatives or choose between the alternatives methodically.
Parameter: Solution Communication:	2	The learner has communicated 'the what' effectively but failed to communicate 'the how' and 'the why' needed for stakeholder buy-in.
Parameter: Recall:	3	The learner has successfully recalled the main and branching terms and concepts.
Parameter: Comprehension:	3	The learner has successfully drawn a visual representation of the main and branching terms and concepts and the relationships between them.

Areas of Strength: (These are practices you should continue doing)

- A new and out of the box idea indeed!
- The vision and features are clear, balanced and achievable.
- The Development Cycle is very detailed and rich. (I'm actually amazed by the number of details you have put into each stage. It demonstrates how much you are keen on providing an all-in-one report that is inclusive of all the elements to make it as informative as possible)
- The transition from one phase to the other is smooth and logical

Areas of Improvement: (These are practices you should start doing)

At first, I thought that you meant a hardware product by Dell TV (like they are going to create a smart TV), but as I moved on, I understood it's a streaming service. It would have been better if you clearly indicated your product type from the very beginning.

Moreover, you did not need to include the Product Lifecycle here. The primary scope of this checkpoint is just the development cycle.

When it comes to the different scenarios, I believe what you have mentioned are just examples on what's expected at each stage of the Product Lifecycle. The requirement was to provide post-launch imaginary scenarios like for example a new competitor appeared with the same features. Or, an already existing competitor, like Netflix, offered to acquire the product. Scenarios could be also positive, like the sales increased significantly. In each of these scenarios you were expected to discuss briefly how are you going to deal with them.

Additional Comments:

Overall, your submission proves you have acquired the main areas of knowledge of this subtopic and fulfilled its objectives. Your attention to details and the way you visualize the whole process from the beginning till the end is one of the most significant features of this project.

You are on the right track! Keep up the good work :)

Keep up the great work! And looking forward to receiving your next submission :)