



Thank you for completing the project. You have done really well. Your overall score is 89%. 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:	3	The learner leveraged data to develop creative alternatives and validated the alternatives to arrive at the best one while balancing the time factor of decision making.
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.

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

- You have covered most of the checkpoint requirements.
- You have a really good submission that entailed valid and relevant questions on top of very relevant interview dialogues.
- Your submission is organized and neat.
- You have followed a sequential process to come up with your findings and recommendations.

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

- The questions of the interviews were really great, open ended, and relevant. But you didn't discuss anything about your product. It's great to have open ended discussion but it's also important to have more insights and opinions about the product itself, how it can be improved, what could be their thoughts about it and so on.
- You didn't answer the question d. Based on the research & findings, what will be your approach in marketing Trello for this new customer segment? Thought, you have added an answer to it at the end of your report, but the required points here were what the marketing channels and methods that you will choose in order to market for your new Trello for Moms are. You need to focus more on the required points exactly.
- More recommendations and decisions would have made your research very powerful. Make sure you have plenty for your future plans.

Additional Comments:

- Thank you for the great effort you put into this submission. Keep up the great work and looking forward to your next submissions.
- We highly appreciate the efforts you have put into this checkpoint. Well done!

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