<https://9francoe.wixsite.com/my-site-3>

This was outstanding Ella. You’ve really been able to synthesise your findings about the customer problem and solution in a way that is quite insightful and tailored specifically to their requirements. The way you’ve used the various tools to get to this point was excellent.

| - | Finding and Solving Problems | Contextual Application | Analysis and Evaluation |
| --- | --- | --- | --- |
| A | Insightful identification and exploration of problems and/or needs using a customer-focused approach. **(A+)**Highly creative generation of innovative and viable solutions to problems and/or needs using a customer-focused approach. **(A+)** | Perceptive and highly effective contextual application of decision-making and project management tools and strategies. **(A+)**Astute creation and application of business intelligence to iteratively develop business models and plans. **(A+)**Perceptive contextual application of communication and/or collaborative skills. | Discerning evaluation of business models and plans.Critical analysis and evaluation of opportunities and challenges for business in the digital age.Insightful analysis and evaluation of social, economic, environmental, and/or ethical impacts of global and local business. |
| B | Well-considered identification and exploration of problems and/or needs using a customer-focused approach.Creative generation of viable solutions with some innovation to problems and/or needs using a customer-focused approach. | Well-considered and effective contextual application of decision-making and project management tools and strategies.Purposeful creation and application of business intelligence to iteratively develop business models and plans. **(B-)**Mostly perceptive contextual application of communication and/or collaborative skills. | Well-considered evaluation of business models and plans.Mostly critical analysis and evaluation of opportunities and challenges for business in the digital age.Well-considered analysis and evaluation of social, economic, environmental, and/or ethical impacts of global and local business. |
| C | Considered identification and exploration of problems and/or needs using a customer-focused approach.Mostly creative generation of viable solutions to problems and/or needs using a customer-focused approach. | Considered contextual application of decision-making and project management tools and strategies.Competent creation and application of business intelligence to iteratively develop business models and plans.Effective contextual application of communication and/or collaborative skills. | Considered evaluation of business models and plans.Some critical analysis and evaluation of opportunities and challenges for business in the digital age.Considered analysis and evaluation of social, economic, environmental, and/or ethical impacts of global and local business. |
| D | Some identification and exploration of problems and/or needs using a customer-focused approach.Some generation of solutions to problems and/or needs using a customer-focused approach. | Some application of decision-making and project management tools and strategies.Some creation and application of business intelligence to iteratively develop business models and plans.Some contextual application of communication and/or collaborative skills. | Some analysis and description of business models and plans.Some analysis and description of opportunities and challenges for business in the digital age.Some analysis and description of social, economic, environmental, and/or ethical impacts of global and local business. |
| E | Attempted identification and exploration of problems and/or needs using a customer-focused approach.Attempted generation of solutions to problems and/or needs using a customer-focused approach. | Attempted application of decision-making and project management tools and strategies.Attempted creation and application of business intelligence to iteratively develop business models and plans.Attempted application of communication and/or collaborative skills. | Attempted description of business models and plans.Description of opportunities and challenges for business in the digital age.Description of social, economic, environmental, and/or ethical impacts of global and local business. |