

The Assurant Way Challenge: Our purpose



Theme

At Assurant, our culture is the secret of our success. We do things differently. We call it; The Assurant Way.

[Meet The Assurant Way here](#)

One of the four dimensions of The Assurant Way is our Purpose; Helping people thrive in a connected world.

[The Assurant Purpose Video](#)

This Purpose inspires us. It's the reason we exist as a company, and why the work we do each day matters to us and to the people we serve. Today, we want to invite you to take The Assurant Way Journey with us!

Challenge Statement

The Connected World is the state of existence where everything is becoming increasingly digitized and globalized. This means workplaces, healthcare, transportation, schools, personal devices, and home fixtures are increasing interconnected. As a result, the world is becoming rich with digital assets (e.g. data, APIs, statistics, imagery, etc.). We believe there is great opportunity to enrich the human experience based on interconnecting objects in the Connected World using logic and cool technology. We are challenging you to use your innovative spirit and your technological expertise to help integrate the human experience with the digital experience.

Your mission is to help people thrive by making the Connected World easier to live in and more enjoyable to experience.

Category	No Credit (0 points)	Below Expectations (1 Points)	As Expected (2 Points)	Above Expectations (3 Points)
Problem Selection - 25% - How does it align to The Assurant Way Purpose? - Originality	No-show	Solution is for a single user; it is disconnected; or, brings little improvement to the user's problem. A common/very well-known problem with multiple well-developed solutions in the market.	Solution is for a limited population of users; it connects one to two aspects of a connected world; or, brings nominal improvement to the users' problem. A common problem with average impact that has only a few tech-solutions in the market.	Solution is for a large population of users; it connects three or more aspects of a connected world; or, brings great improvement to the users' problem. State of the art problem with a high impact that has few to no tech-solutions in the market. May include a very well-developed enhancement to a solution that already exists.
Planning - 15% - MVP Selection - Design Artifacts - Execution Strategy	No-show	Poorly defined MVP scope. Team created a single artifact, or no artifacts, to support their design and planning No work distribution across team members; big-bang merges/builds.	Well defined MVP scope for a single iteration. Team created up to 2 artifacts to support their design and planning Work distributed across team members in alignment with skillsets or learning intentions; small merges, iterative builds.	Well defined MVP scope with subsequent iterations defined. Team created 3 or more artifacts to support their design and planning Work distributed across team members in alignment with skillsets; or learning intentions; swarming of team members to solve problems; small merges, iterative builds, code stubs.
Development - 35% - Demo Working Software - Delivery of MVP	No-show	Software doesn't work; cannot be demoed. MVP not delivered.	Software works with some errors. MVP delivered.	Software works without errors. Additional scope beyond MVP delivered.
Presentation - 25% - Knowing your audience - Organization	No-show	Presentation is directed to a single persona. Presentation rambles without covering key points; no group dynamic during presentation.	Presentation was inclusive of 2 personas. Presentation covers key points with minimal rambling; group dynamic is apparent during presentation.	Presentation was inclusive of 3 or more personas. Presentation clearly covers key points; without rambling; group dynamic is polished during presentation.