

# REVIEW OF *Jax Blocks*

Section number: 2

REVIEWER group number: Group: 7

REVIEWER group members:

- 1. James
- 2. Devin
- 3. Frank

Who is your scribe: James

REVIEWEE group number: 1

REVIEWEE product name: Jax Blocks

## GROUP WORK AGREEMENT

By typing WE AGREE below, we confirm:

- We will discuss EVERY question as a group
- We will NOT divide questions individually
- Our scribe will type only what we agree on together
- We understand that breaking these rules = a grade of zero

Does your team agree to the terms above?: YES

\*REVIEWERS will answer the following questions about the REVIEWEE project proposal\*

## 0 - Mechanics

→ Indicate YES or NO for each of the following:

	Yes or No
Title of document has team number and app/product name?	Yes
Title text at top of doc includes team number and product name?	No
All template instructions and boilerplate text removed?	Yes
Proper formatting? - ex. headings, subheadings, reasonable length paragraphs(no "walls of text"), lists	No

→ If any NO's above, specify what needs fixing:

Update title doc with product name

Change the color scheme from green on green to something less taxing on the eyes

## 1 - Executive Summary

*You will evaluate the Executive Summary based on Clarity, Conciseness, and Engagement.*

*Does the app solve a key problem? Does it have unique features and benefits?*

- **The Shark Tank First Impression:** As a group, imagine you're a Shark Tank panel with 30 seconds to decide whether to back the project. Discuss and come to consensus.  
→ **Write:** We are OUT and what would be missing is for the platform to have something new that others haven't previously done.
- **The Grandma Test:** Pick someone's grandma or a less tech-savvy relative - could they understand this app/product/service if they were told about it? Discuss as a group.  
→ **Write:** What would confuse is how they join the games and lack that specificity to actually visualize how the platform will work. We recommend specifying how the platform would function.
- **The "So What?" Factor:** Quick group vote: How many think 'Wow!' vs 'Meh'? Discuss why you differ and try to reach agreement.  
→ **Write:** There's 1 good and 2 meh's because of lack of specificity and anything eye-catching in terms of features. We recommend specifying if the coding blocks are intuitive or if they'll create pitfalls in knowledge and not transfer to actual learning.
- **One-Line Wonder:** Each person writes a one-sentence description that captures what this product is and why it matters. Then combine the best elements into one you all support.  
→ **Write:**
- Good idea, ambiguous execution

## 2 - Market Research and Need Analysis.

*You will evaluate the market research and need analysis based on the data used to support claims, the relevance to the proposal, and the depth of the research done.*

- **The Competition Crusher:** As a group, pretend you're their biggest competitor. What weakness in their market research would you exploit to steal their customers?  
→ **Write:** Immature system and can be "falsely accused" of plagiarism
- **The Missing Piece:** Is there *specific evidence* cited for all of the claims made in this section? Discuss what evidence would make their case bulletproof. Come to agreement on the most significant gap. Accurate consumer demand info
- → **Write:** At least ONE statistic or piece of evidence that's missing (be specific - e.g., 'survey data showing X% of college students experience Y')
- The Supply and demand graph doesn't explain much and the profit graph says that as time stays the same profit increases
- **Reality Check:** Go around the group - does anyone actually know someone with this problem? How real does this need *feel*? Is it a solution in search of a problem?  
→ **Write:**
  - 0/3
  - 7
- **The Investor's Question:** If you were skeptical investors, come to a consensus on the first hard question you'd ask? Check if they answered it. (If you can't come up with a question, "*How does it make money?*" is often a good one to start with)  
→ **Write:** How much do the monthly subscriptions cost? How many subscriptions are needed to make a profit? (not answered)
- **The Visual Aesthetics Question:** Are the charts and graphs relevant and do they improve the proposal? Are they visually appealing? Could any of them be moved to the appendix?
- → **Write:** NO for top 2, and yes for the one one with George Bush, the information in graph 2 doesn't make sense as time remains the same, something that can't really stay the same forever.

### 3 - Product Description

*You will evaluate the product description based on the clarity of the description, the feasibility of production, and the uniqueness or innovativeness of the product.*

- **The Feature Graveyard:** Discuss as a group: which feature seems unnecessary or overcomplicated? What obvious feature(s) are they missing?  
→ **Write:** We couldn't find a feature to remove since there aren't any that stand out since it's generally generic and something that could be added is default formatting for making games to make the creation of the games easier.
- **The Confusion Award:** Together, identify the most confusing part of how their product works. Collaborate on a clearer explanation.  
→ **Write:** The biggest confusing factor is the block code, a clearer explanation would be, "The coding blocks would allow for non-programmers to get base experience and exposure to game programming. The block code could be either used from a premade template or made completely from scratch, allowing for full creative liberty without the restriction of experience."
- **Would You Use It?** Go around the group - who would actually download/buy/use this? For those who said no, agree on the ONE change that would convert the most skeptics.  
→ **Write:**
  - No one would purchase Jax Blocks
  - Change how the subscription system works
  - We'd be willing to pay \$5 but the subscription is very repelling
- **The "Wait, This Exists!" Check:** Does this remind you of any existing product or service they didn't mention as a competitor?  
→ **Write:** This reminds of Roblox but with many pay walls and they don't mention this as a competitor.

### 4 - Problems and Counterarguments

*You will evaluate the problems and counterarguments based on how well problems are identified, the proposed counterarguments to the problems, and the balance of how everything is presented.*

- **The Elephant Hunter:** Discuss what obvious major issue they're avoiding or not addressing. Come to consensus on the biggest one.  
→ **Write:** They don't specify what those popular and trending games are because those popular and trending games vary very widely.
- **Devil's Devil's Advocate:** Review their counterarguments section as a group. Which concern did they handle weakly or completely miss?

→ **Write:** They mentioned competition; however, they didn't clearly explain what they're gonna do to resolve this issue and what unique aspect they'll develop to give themselves an edge.

- **The Achilles' Heel:** If this product crashes and burns, what will be the cause? Discuss and agree on the most likely failure point.  
→ **Write:** Most likely reason for failure AND did they address it? (yes/somewhat/no) The subscription would be the likely failure point and they didn't address that they're gonna do something unique to warrant a subscription.
- **The Ethics Check:** Brainstorm potential ethical issues as a group (privacy, addiction, discrimination, manipulation, etc.).  
→ **Write:** They haven't moderation of user generated content and this matters because users will eventually start generating harmful and offensive content which drive people off of the platform and also ruin the reputation.

## 5 - Conclusion and Recommendations

*You will evaluate the conclusion and recommendations based on overall effectiveness and clarity.*

- **The Money Test:** Each person decides: would you invest \$100, \$1,000, or \$10,000 of your own money? Discuss where you each draw the line.  
→ **Write:** The group's average is \$100 dollars because we see no benefit from investing more due to lack of potential.
- **The Memorable Moment:** What's the ONE thing from their conclusion you'll all remember tomorrow? Agree on what stuck with you most.  
→ **Write:** The most memorable point should be their simple coding that can transfer knowledge and this should because a lot of people want to learn coding but don't know where to start, this would allow people to be less intimidated by the learning curve of programming.
- **The Call to Action:** If their proposal convinced you, what would you actually DO next? Is this clear from their recommendations?  
→ **Write:** Our next step would be to outline how Jax Blocks would work and how the user experience; however, this wasn't very clear in the conclusion because they didn't specify the recommendation they just concluded.
- **The Passion Check:** Does their conclusion show genuine excitement or does it feel flat? Discuss and rate as a group.  
→ **Write:** 8, they're enthusiastic about the idea because they are showing genuine care with a little refinement and the rating would get raised.

## 6 - Appendix

*You will evaluate the appendix based on organization and value of the additional materials.*

- **The Evidence Test:** Review their sources as a group. Identify the strongest and weakest pieces of evidence.  
→ **Write:** Their most convincing source are the steam stats and their weakest is the dreams open critic because they don't mention it much.
- **The Visual Vote:** Look at all their images, charts, and mockups together. Which visual element helps or hurts their case?  
→ **Write:** The most helpful is the jack box party pack stats they display the success potential; however, their most confusing is their dreams chart because it has nothing to do with the actual of the of the pitch
- **What's Missing?** Discuss what additional evidence or visuals would strengthen their proposal.  
→ **Write:** Nothing missing - comprehensive appendix

## 7 - Overall feedback

*Provide additional feedback to support your responses to the previous question, as well as suggestions for improvement:*

- **The One Thing:** If they could change just ONE thing about this proposal to dramatically improve it, what should it be? Must reach consensus.  
→ **Write:** Originality or something innovative to give them an edge in the industry to make them stand out.
- **The Surprise Factor:** Share what surprised each of you, then agree on which surprise was biggest for the group overall.  
→ **Write:** What surprised us the most is the subscription model because it would be a massive detriment to the potential growth of the platform.