REVIEW OF *<the other group's product name>*

Section number: Section 2

REVIEWER group number: Group 4

REVIEWER group members:

- 1. Alex Kelly
- 2. Jai
- 3. Xander

Who is your scribe: *Alex*

REVIEWEE group number: *Group 6*

REVIEWEE product name: Forget-Me Not

⚠️ **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?	**Yes**
All template instructions and boilerplate text removed?	**Yes**
Proper formatting? - ex. headings, subheadings, reasonable length paragraphs(no "walls of text"), lists	**Yes**

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

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: IN or OUT (as a group), and the ONE missing piece that would change your collective mind
  - As a group, we would be IN. We think having a longer gap between being able to earn points would make it so the focus stays on putting your things where they need to be, rather than "farming" points.

- **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 them and how to make it clearer
  - We think that somebody's grandma would understand better if the focus was more on not losing items rather than the game aspect. It may be clearer for older people if the primary focus was more on the tracking items aspect.

- **The "So What?" Factor:** Quick group vote: How many think 'Wow!' vs 'Meh'? Discuss why you differ and try to reach agreement.
  → Write: Vote count (e.g., 3=Wow, 2=Good 1=Meh) and ONE change you all agree would make it more compelling
  - All three of our group members voted GOOD on this product. One thing that we agreed on was that, if the target user group is people with chaotic lifestyle, then a product with a heavy game aspect may not work. It may be better to put less

focus on the game aspect for people that don't have the time to play it.

- **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:** Your group's consensus for a new one-line description
  - Group consensus: "A game where the primary function is to prevent the player from losing their valuable items."

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:** The specific weakness and how a competitor would attack it
  - In their market research, the largest weakness is how much it attacks and compares to other existing apps, rather than researching into their own audience and talking about their own product.

- **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.
  → **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 largest piece of evidence that is missing from this research is that there is not any evidence that discusses the root cause for WHY people misplace their items in the first place.

- **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:**
  - # of group members who know someone with this problem (X out of 4)
  - Group's consensus: does this feel like a real problem or manufactured? (Scale: 1 = totally manufactured/fake need, 10 = desperate real need)
    - 3 out of 3 group members know people with this problem. It feels like a very real issue in our households, making it an 8/10 need.

- **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:** The question you'd ask AND whether they addressed it (fully/partially/not at all)

Our first question that we would ask is "How accurate is the tracking and placement of objects in a home?" This question was addressed in comparison with the competitor products, but no actual data on the topic was shared to compare.

- **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:** The answers to the above questions - and be sure to justify your NO answers!
  - The first graph "The Items American Lose Most Often" is not very relevant to their argument, as it just says what people are losing rather than any root causes. The second graph is more relevant to their argument, as it shows real issues with people losing their items. Both graphs are overall visually appealing, they show the data clearly. The third graph is more basic, but is not necessarily an accurate representation of the effectiveness of the product, as people may be opening the app more to just play the game rather than strictly tracking their items.

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:** Feature to kill (and why) AND a missing feature that seems obvious
  - The feature to kill would be the point system when things are inside the pot, as rewarding or punishing someone for using/not using their own items may not be a good system to have in the game. An option that would be good to have would be to suspend the loss and gain of points when somebody is away for an extended period of time, so it does not affect their garden.

- **The Confusion Award:** Together, identify the most confusing part of how their product works. Collaborate on a clearer explanation.
  → **Write:** What's confusing AND your group's 2-sentence clearer version
  - The point system is confusing in the way of how points work. Points are obtained when items are returned after use, and taken away if not returned after too long.

- **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:**
  - How many would use it (ex: 3/5)
  - ONE change that would win over the no's
  - How much would your group be willing to pay for this, or what do you think it would be worth?

- Among our group, 0/3 would use it. The restriction of having items only returnable to one pot/location, without the ability to place it in multiple places, is restrictive. Reworking that idea to allow more movement would win us over.
- We would consider buying the core items at a price tag of $30, with optional extras.

- **The "Wait, This Exists!" Check:** Does this remind you of any existing product or service they didn't mention as a competitor?
  → **Write:** Product it reminds you of AND why this matters for their proposal
  - They addressed the obvious tracking competitors.

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:** The "elephant in the room" they're not talking about
  - We think the biggest issue that they do not talk about is the fact that the target audience, busy people, may not have the time in their busy lives to play a game with their items.

- **Devil's Devil's Advocate:** Review their counterarguments section as a group. Which concern did they handle weakly or completely miss?
  → **Write:** Concern they addressed poorly (and why it's weak) OR major concern they missed entirely
  - They missed the idea of only being able to store an item in ONE single location, since an item may not only belong in one place ever.

- **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)
  - Production cost and difficulty of use may be the largest downfalls, they somewhat addressed the cost issue in the counterargument section.

- **The Ethics Check:** Brainstorm potential ethical issues as a group (privacy, addiction, discrimination, manipulation, etc.).
  → **Write:** One ethical concern they haven't considered AND why it matters
  - Addiction to the game could become an issue, as the premise of the game could lead to addiction issues.

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:** Group's average investment limit AND main reason for that limit
    - We would invest the cost of a few units to help with testing the product, to prove that the product is worth it.

- **The Memorable Moment:** What's the ONE thing from their conclusion you'll all remember tomorrow? Agree on what stuck with you most.
  → **Write:** Most memorable point AND should this be their lead instead? (yes/no and why)
    - The most memorable point is when they talk about the functionality of the tracker, we think this should be the lead because it speaks more to the technical achievement of the product.

- **The Call to Action:** If their proposal convinced you, what would you actually DO next? Is this clear from their recommendations?
  → **Write:** What action you'd take AND is this clear in their recommendations? (very clear/somewhat clear/unclear)
    - We would ask to see more technical specs about the tracker rather than more about the game.

- **The Passion Check:** Does their conclusion show genuine excitement or does it feel flat? Discuss and rate as a group.
  → **Write:** Enthusiasm rating 1-10 (1=sounds bored, 10=infectious excitement) AND one specific example of where they showed (or lacked) passion
    - We would give this conclusion a 6/10, as it shows some enthusiasm about the product, but now outward joy.

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:** Most convincing source (and why) AND most sketchy/irrelevant source (and why)
    - The most convincing source is the Pixie Technology source, as it describes the best. The least convincing source is the one from Labuszewski, as it does not do much to assist their points.

- **The Visual Vote:** Look at all their images, charts, and mockups together. Which visual element helps or hurts their case?
  → **Write:** Most helpful visual (and why) AND least helpful or confusing visual (and why)
  - The most helpful is the "costly consequences", as it is relevant to their points, and the most confusing is the "Items Americans Lose Most Often", as it is not as relevant toward their points.

- **What's Missing?** Discuss what additional evidence or visuals would strengthen their proposal.
  → **Write:** One thing that should be in the appendix but isn't (or write "Nothing missing - comprehensive appendix" if they covered everything)
  - The "Items Americans Lose Most Often" chart should be in the appendix rather than the main passage.

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: The ONE most important change needed**
  - **The most important change would be to focus more on the function and intent of the app rather than the game.**

- **The Surprise Factor:** Share what surprised each of you, then agree on which surprise was biggest for the group overall.
  → **Write: Most surprising element (good or bad) and why your group found it surprising**
  - **We think the most surprising thing was that they focused more on their competitors products rather than their own, as they did not show why their app really needed to exist.**