REVIEW OF Screen Time Translator

Section number: 110, 02

REVIEWER group number: Group 6

REVIEWER group members:

- 1. Elsa Smolarz
- 2. Robin Andrus
- 3. Jo Hays
- 4. *<Ima G. Student>*

Who is your scribe: Elsa Smolarz

REVIEWEE group number: Group 2

REVIEWEE product name: Screen Time Translator

⚠️ **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?	No
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	Yes

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

1: Does not feature the name of the product.

2: Does not feature the team number.

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
- **In**

  Something that would make this product even more appealing, would be more incentive for the user to put down their phone and do the activities listed.

- **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
- This product would definitely confuse our grandparents as they are not usually prone to doomscrolling and screentime. The problem that the app is trying to solve is not something they would understand. If the app was more focused on not looking at the screen at all, prioritizing hobbies, they might understand it better.

- **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
- 2; It's a good idea, but not the most compelling it could be. Something that would make it more compelling is a bigger rewards system besides just completing your hobby.

- **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: Screen Time Translator is built to help limit chronic doomscrolling, by helping the user prioritize hobbies and activities they love instead of spending that time absorbed in a screen.

Jo: Screen Time Translator is an app that works to limit the amount of time people spend looking at their screens by providing suggestions for what they could be doing instead.

Xeno: This application, Screen Time Translator, will help chronic doomscrollers limit their screen time by comparing the time they spend absorbed in their screen vs what else they could have been doing.

Robin: The Screen Time Translator app provides reminders of what the user could do with the time they spend scrolling through social media, encouraging them to build better habits of using their spare time.

Elsa: This product helps the user prioritize hobbies and activities they love over the mindless robotic activity of doomscrolling by comparing the time they could be productive with the time they have wasted.

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

  A weakness that could be exploited would be the fact the images are not cited, which a competitor could use to claim that the research behind your product is not credible.

- **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')

While they do a good job of showing this generation's significant increase in screen time, they don't explain or support why this is a negative thing. Some statistics about the effect of excessive screen time on mental health would greatly support their case.

- **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)

We all know someone who struggles with an excess of screen time.

Due to this, we would rate this problem an 8 because it is a very real issue, not only using social media but also spending time on screens in general—for school, work and social reasons.

- **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)

How would a computer application that discourages computer use be profitable while also staying true to its purpose? This question is left unanswered in the market research section.

- **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 graph that they use is visually appealing and the data it provides adds to their argument on how social media usage has become more of a problem over the years.

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

  We would remove the community features, as adding community features to an app of this nature would practically turn it into another social media, which goes against the purpose of the app and would most likely increase screen time. A feature we would add would be greater incentive to not go on social media.

- **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

  We find it confusing that the product description briefly mentions game based rewards for not using social media, but it isn't mentioned anywhere else in the writings. Additionally, using games to promote not using screens feels counterintuitive and goes against their original goal of minimizing screen time.

  Our clearer version would be a game that you only progress in, when you aren't actively on it. For example, some sort of AFK based adventure/ building simulator where you have to be off of any social media or other game apps to gain progress.

- **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?

  About half of our group would download the app, but both feel like they wouldn't really use it, as it lacks incentive to actively check and use. The change that would win over the no's would be a reward to use the app, something to differentiate it from a tracker to an incentive.

- **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
- The product is essentially a fancier screen time, which somewhat trivializes the purpose of the app.

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

  While the lack of incentive in Screen Time Translator is mentioned, the rebuttal is weak and only reinforces this problem that the app has. In reality, a teenager doomscrolling will not listen to an app that has no reward for them in return.

- **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

  The concerns that were brought forward were all handled weakly. Neither rebuttal addressed the real problems that the claims brought forth; for instance, the claim that Screen Time is already a statistic tracked by your phone infers that the app would be pretty pointless in addition to that, and without a good reward system, the app is pretty pointless.

- **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 lack of purpose and monetization within the app would make it fail in both its purpose of trying to stop doomscrollers, but also within the realm of business.

- **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

  The app, in essence, appears to guilt-trip the user into improving their habits as its primary means of actually getting them to do anything. Incurring negative thoughts about the matter in the process of trying to recover from it, as this does, is likely to only build worse habits.

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 a maximum of $100, as while the idea is good, the app lacks a clear way of profiting, we are not confident in the app making any money and thus would not invest.

- **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)

  One thing we will remember from their conclusion is the fact that they mention keeping users engaged with their product, when the whole goal of their product is to limit screen time engagement. This should definitely not be their lead, because it contradicts the entire message 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)

  If the proposal convinced me I would download the app and start using it to limit my screen time. This is clear in their recommendations as they encourage the reader to use and invest in the app.

- **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

  5; It does have friendliness, but only as far as any company might

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 group cites Gemini AI for their images along with their graph image being uncited, which can cause readers to think the graph is AI generated and the data being made up.

- **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 appealing visuals they provide are the ones from their competitor, which hurts their case because it shows their app isn't as appealing in appearance as the potential opposition.

- **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)

  Citations for the graph and competitor images in the market research section are missing from the 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: The ONE most important change needed**

  One big important change that is needed could be clarification on how this app is actually going to achieve the goal of motivating the user to get off of social media and utilize the statistics the app provides.

- **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**

  The most surprising element of this proposal was them contradicting themselves multiple times throughout the proposal. They say they wanted to limit screentime, but then discuss how they want to keep users engaged in their app.