

# REVIEW OF ScrollStopper

Section number: 2

REVIEWER group number: 3

REVIEWER group members:

- 1. Derek
- 2. Evan
- 3. Kai
- 4. Kevin

Who is your scribe: Evan Kreg

REVIEWEE group number: 5

REVIEWEE product name: Scroll Stopper

## 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	No, The problems section is missing and the conclusion is very short.

→ 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  
OUT - The game aspect of the app feels as if it is adding to the dopamine problem that doomscrolling has, rather than detracting from it. Its just replacing one problem with another.
- **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  
No, the entire app is about social media and doomscrolling, a term which less technologically informed people may not know what it means, and no explanations are provided.
- 
- **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  
4 meh's, we all feel as if the idea is only replacing one problem with another, and even along those lines the idea is not unique enough compared to other online idle games.

- **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

Stop Scrolling with our superb game!

## 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

There's no real life motivation or in game motivation that is not provided by any other game. Competitors could attack this by adding real life reasons to use the app.

- **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')

There's no actual statistical evidence or cited evidence for the link between doomscrolling and anxiety. Ex. 90% of people who doomscroll report some sort of anxiety

- **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)

4/4 of us know people who have this problem, and it feels like a real problem. We rated it a 8/10

- **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)

There are no in-app purchases or advertisements mentioned, and as “big investors” we likely have investment in other mobile apps, so we need a very good reason to invest in this app that tries to get people off of other apps we are invested in.

- **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!

There are no graphs in the market research page.

### 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

Kill: Gambling feature, the name doom dollars (feels negative for an app you should WANT to use)

Add: actual reasoning to use the app (real life rewards/in game progress)

- **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

Doom dollars - They feel like they are just there to be there, and they do not provide any real reasoning to use the app.

- **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?

0/4 of us would use it

Adding real life rewards or reasoning to play the game

None of us would want to pay for this app, when competitors are free

- **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

We couldn't think of a product it reminds us of that was not mentioned as a competitor in the proposal.

## 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

The Doom dollars provide no real usage in the app or in real life. There is no motivation to play the game

- **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

Their possible problem's/issues section is fully empty, so feedback cannot be given.

- **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 real motivation to use the app (ex. Doom dollars having no meaningful use) as well as the attempt to add further addictions such as gamblings.

- **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

Attempts to support gambling to its users, many of which likely are either underage or have addictions to social media.

## 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  
The ethical concerns and lack of direction cause our group to put only \$100 as an investment, as it is a problem that needs solving, however the app seems doomed to fail.
- **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)  
Mentioning 'memorable rewards' sounds interesting, and should be mentioned in the intro as the largest problem our group had was the lack of meaningful rewards that encourage the usage of the app.
- **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)

I would not invest or recommend this app as an investment. There is no clear call to action.

- **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 rate it a 5, they seem invested and interested in the problem, but certain words and actions feel as if they are making light of the problem, rather than suggesting a real solution.

## 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)

Sketchy - [Tech.co](http://Tech.co): seems like a blog/news source rather than a legitimate source

Good- Sprout social: seems to have real and supported statistics

- **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)

Their only visual mockup is incredibly bland and hurts the project. They need charts and supporting graphs as well as more colorful mockups

- **What's Missing?** Discuss what additional evidence or visuals would strengthen their proposal.  
More colorful visual mockups and graphs would be incredibly helpful, and further evidence behind the link between doomscrolling and anxiety  
→ **Write:** One thing that should be in the appendix but isn't (or write "Nothing missing - comprehensive appendix" if they covered everything)

Nothing missing

## 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**

**Need to have real motivation to use the app aside from doom dollars, give them a real life use some sort of in game progress other than only customization.**

- **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 lack of a problems section and the shortness of the conclusion were incredibly surprising (in a bad way).**