REVIEW OF Grub Guru

Section number: 8

REVIEWER group number: 1

REVIEWER group members:

- 1. Evan Safko
- 2. Jimmy Turner
- 3. Colin Gaul
- 4. AJ Breitkopf

Who is your scribe: Evan Safko

REVIEWEE group number: Group 3

REVIEWEE product name: Grub Guru

⚠️ **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 (Does not include product name or team number)**
Title text at top of doc includes team number and product name?	**No (doesn't include team number or name)**
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. There would definitely be some issues, but not ones that would compromise the whole app, and the idea is very interesting.

- **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: A grandmother could understand this**

- **The "So What?" Factor:** Quick group vote: How many think 'Wow!' vs 'Meh'? Discuss why you differ and try to reach agreement.
  → **Write: All 4 of us voted Good. It's a good concept and with some tweaks could lead to an interesting product**

- **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:** An App that takes an image of your fridge and turns your ingredients into meals

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 big weakness we see would be how the camera would detect what food is in the fridge correctly

- **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: All statistics appear to be accounted for**

- **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:**
    - All of us know someone with this problem
    - We rank the problem a 9/10. It is most certainly a real problem and is one that many people struggle with

- **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 are you developing this ingredient scanning system? It seems partially addressed

- **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:** There aren't any, so we cannot critique any of them

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 wouldn't kill any of the features, they are all focused for convenience and helping to solve their problem

- **The Confusion Award:** Together, identify the most confusing part of how their product works. Collaborate on a clearer explanation.
  → **Write:** We don't find any of it confusing

- **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:**
    - 2/4
    - Not really a change for the app to make, some of us just don't cook or enjoy cooking.
    - We would probably pay around $5 for it, though we think the subscription should be for the camera instead of the extra parts

- **The "Wait, This Exists!" Check:** Does this remind you of any existing product or service they didn't mention as a competitor?
  → **Write: Due to the unique aspect of the camera feature, we don't see any existing product like it**

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 main issue would be the photo recognition accuracy, but they address that

- **Devil's Devil's Advocate:** Review their counterarguments section as a group. Which concern did they handle weakly or completely miss?
  → **Write:** They addressed each of the concerns but didn't really offer a solution

- **The Achilles' Heel:** If this product crashes and burns, what will be the cause? Discuss and agree on the most likely failure point.
  → **Write:** The most likely reason for a failure would be the photo recognition failing

- **The Ethics Check:** Brainstorm potential ethical issues as a group (privacy, addiction, discrimination, manipulation, etc.).
  → **Write:** We don't see any ethical concerns

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:** We would invest $1,000 to see if the photo recognition actually works

- **The Memorable Moment:** What's the ONE thing from their conclusion you'll all remember tomorrow? Agree on what stuck with you most.
  → **Write:** There was no conclusion

- **The Call to Action:** If their proposal convinced you, what would you actually DO next? Is this clear from their recommendations?
  → **Write:** If the proposal convinced me, my next action would probably just be downloading the app

- **The Passion Check:** Does their conclusion show genuine excitement or does it feel flat? Discuss and rate as a group.
  → **Write:** No conclusion

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:** The most convincing source is the diet and nutrition app statistics due to how recent it is, and there weren't any least convincing sources

- **The Visual Vote:** Look at all their images, charts, and mockups together. Which visual element helps or hurts their case?
  → **Write:** There was an image for the app's logo, but it doesn't really give me nutrition vibes

- **What's Missing?** Discuss what additional evidence or visuals would strengthen their proposal.
  → **Write:** 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: We think the payment change and further visuals/graphs would help the proposal

- **The Surprise Factor:** Share what surprised each of you, then agree on which surprise was biggest for the group overall.
  → Write: The camera feature was the most surprising, in a good way. It makes the product unique, interesting, and unlike any competitor on the market.