App Proposal Draft Peer Eval Instructions

REVIEW OF Aperture Laboratories Motivation Initiative

Section number: 08

REVIEWER group number: *4*

REVIEWER group members:

- 1. Trevor Schreibeis
- 2. Jonathan Cameron
- 3. Sam Piper
- 4. Will Edinberg

Who is your scribe: Switching Off Scribes (Sam First)

REVIEWEE group number: 1

REVIEWEE product name: Aperture Laboratories Motivation Initiative

⚠️ **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:

Edit the title to include all the necessary parts

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 super heavy sleeper myself I may open the box and sign up for this app. Although it seems to me like something bad may happen to me if i download the app.

- **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

  It's an alarm, a grandma, or a less tech-savvy relative can understand that

- **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

The pitch in character is really doing a lot for the entertainment of the pitch however I believe that the bit is making the product seem less real in a sense. One change I would like to see is maybe some showcase of how the motivation initiative will wake you.

- **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

It's an alarm that screams at you till you get up for the day, which is important for people struggling with early mornings or general motivation.

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 isn't much research at all to help explain what their overall purpose is

- **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 is one cited source in the proposal however the leadup to the quote leaves the reader having to go to the actual link as all the reference is the term sleep inertia without any info on whether its good or bad or what it even is.

- **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)
      Everyone knows a person who struggles to wake up. This is always a problem in everyone's life at some point or another.

- **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)

  What exactly is the app supposed to be? Is it just an alarm app, or is it meant to do something more?

  Seems like they intend for it to just be an alarm app

- **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!

They are visually appealing, and while the pictures related to the app are helpful to what they are intending, the charts are not.

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 where users are woken up by the sound of the developer's voice saying a motivational quote seems unnecessary

- **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

  I believe that the most confusing part of the UI is how they stated that it will trick the user into signing on to something dangerous by obscuring how dangerous the app is. However if the app is just an alarm, what could the user be signing up for that is so dangerous. I believe that this part is unnecessary.

- **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?

    Samantha - I personally wouldn't for the sole fact that I hate alarms and the use of them past my own(and mine are extremely quiet)
    Trevor - Having read the UX and UI line in the proposal I might avoid this app because it says plain as day that I am being tricked into something dangerous. However I do struggle to wake up so as soon as they iron out the dangerouse parts of the app i would be in.

- **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

This reminds me of a lot of services not just on the app store but also physical products. There are many different alarm sounds for purchase as well as alarm clocks that violently shake the bed or run around the room to make sure you are awake. To me this alarm app seems to entice the players of the portal into purchasing their product. After a quick search the best I can come up with online are a couple of alarm sound bites from the games and not a whole themed wakeup experience from aperture.

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 obvious issue is the customer retention rate. If the app is so dangerous then they may accidentally off their entire customer base. Another issue is the only part the devil's advocate added was a comment under one of the graphs.

- **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

    No counterarguments 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 failure will be a lack of information provided about what and how the app functions so that the customers may decide with all information whether or not to purchase.

- **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 fact that the app can apparently look at you through a camera, and that's concerning for personal information reasons

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

  $100 - we personally feel that the app is a little sketchy airing on the edge of dangerous and a violation of privacy.

- **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)
  "**Aperture Science is not responsible for psychosis, paranoia, and/or organ failure.**" **the dedication to the bit is fantastic the whole thing was a very fun read and the harsh nature of the app fits it well.**

- **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)

  It doesn't seem they give any recommendations in their conclusion except to join them and they are not responsible for any bad happenings. Leaving it vague so their potential customers don't have time to think and join anyways.

- **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

  I believe the conclusion shows excitement, I narrated the whole document in the portal commercial voice.

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)

  No sources provided

- **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)

  No image really helps their case

- **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)

They need more aperture labs propaganda.

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**

  If you wake up late you are punished and have to do mazes, puzzles and more to ensure it doesn't happen again

- **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**

What surprised me is the script actually sounded like it was written from portal which was very good as it seemed like one person who typed the whole thing. You can tell that they worked together when deciding what to write next.