

REVIEW OF Grub Guru

Section number: 8

REVIEWER group number: 6

REVIEWER group members:

- 1. Lev Gluzdov
- 2. Darien Mulet-Soltren
- 3. Aidan Kametz
- 4. Harrison Joseph Westerfield
- 5. Shelby Allen

Who is your scribe: Everyone (we did this on call)

REVIEWEE group number: team 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
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:

Include team number and app/product name in doc title and on top of doc

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
All IN. One piece of evidence that would change our opinion to being out is if the photo recognition isn't accurate
- **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
Most likely, it seems easy to understand but a little difficult to use. The most confusing part is having to take pictures of what's in the fridge. Do you have to individually take pictures of food, as some stuff will be blocked by others?
- **The "So What?" Factor:** Quick group vote: How many think 'Wow!' vs 'Meh'? Discuss why you differ and try to reach an agreement.
→ **Write:** Vote count (e.g., 3=Wow, 2=Good 1=Meh) and ONE change you all agree would make it more compelling
Four 2's, one 3, one thing to make it more compelling would be a way for us to be confident in the fact that it could really detect all the food at once.
- **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.

A tool to navigate better nutrition and diet

Superpowered recipe generator designed for YOU

Food making without yo mama's bacon.

An AI cookbook app that generates healthy recipes based on the food in your fridge

→ **Write:** Your group's consensus for a new one-line description

An AI-powered healthy recipe generator based on the food in your fridge

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
Can't accurately measure the nutrition of certain foods like raw fruits or vegetables. A competitor can make a similar app that focuses on the recipe generation rather than AI vision fridge reading.
- **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')
It could be useful to include data about how many people order out instead of cooking and how this app would save them money
- **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)
/5. Most likely a 6/10 need, a lot of Americans are considered overweight
- **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 happens to the food buried in the back of the fridge?
- **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!

No charts or graphs

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
Nothing to kill, nothing to add.
- **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 proposal claims that the recipes the app generates are healthy, but what if the fridge doesn't contain healthy ingredients?
- **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?
3/5, this seems like a 0 to 5 dollar app, considering how simple but useful it could be.
- **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 is very similar to a product called Supercook, where you enter what ingredients you have and it suggests recipes to cook.

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 issue of detecting ingredients in tupperware or behind other ingredients

- **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
We didn't find anything the critique missed
- **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)
How much effort and accuracy of using the app requires. Yes, but they did not really state a solution. Ideally the app would need to be very user friendly.
- **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
Ethical concerns with AI, the potential of leaking personal health data

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
Unanimous \$1,000 investment. We would need to see some user data to confirm the practicality of the app before investing more money
- **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 app could increase health and motivation to cook. Yes because it is the purpose and benefit 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)
They don't have a call to action but we would support/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
8/10, their goals are listed clearly and realistic, showing clear understanding of the issue at hand and how much they want to help

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)
[All their sources were relevant, no weakest and no strongest. Though they did not use inline citations](#)
- **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)
[Only one visual \(logo\) and it didn't add or take away from the proposal.](#)
- **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)
[Nothing missing - comprehensive 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**
[A visual for the product design](#)
- **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 2024 revenue of nutrition apps was 2.14 billion](#)