

REVIEW OF Routine Smith

Section number: 7

REVIEWER group number: 5

REVIEWER group members:

- 1. John L
- 2. James
- 3. Ivy
- 4. Stephanie (absent)

Who is your scribe: John

REVIEWEE group number: 7

REVIEWEE product name: Routine Smith

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?	No
All template instructions and boilerplate text removed?	Yes
Proper formatting? - ex. headings, subheadings, reasonable length paragraphs(no "walls of text"), lists	No

→ If any NO's above, specify what needs fixing: They don't break up their top text enough and they don't include the team number in the heading.

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, they need to make it stand out and show how it is better, within the first 30 seconds

- **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 for those that are not very tech savvy but most people would understand it quickly.

- **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

All mehs, it just sounds like another basic gym app that everyone has heard of a thousand times. Needs a more unique selling point

- **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 the best of both a fitness tracker and a diet tracker, all in the same place.

It combines two products that everybody uses, to create a simple user experience for both.

It is a simple gym app for the beginner gym goer who knows little about fitness.

Combo

It is a combination of a fitness tracker and a diet tracker, to create a simple learning experience perfect for new gym goers.

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 are no major flaws in their pitch/research the only notable thing is having adds on a fitness app is not a good idea as it will either get advertisers who are looking to sell gym stuff (reducing the chance they will use the app) or people trying to tempt them into cheating on diets (which could also get them to stop using 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')

Hard numbers on how many people use/want to use this kind of app. And how many of these people are unhappy with the app/apps they already have

- **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)

0 out of 4 know someone with this problem

4/10 is a real problem but has a **LOT** of solution

- **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 does it make money consistently? They partially address it by saying users can pay to remove ads, implying that they will make money through ads, but not much else.

- **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 line graph they use is wildly over confident and incorrect

The nutrition pie chart they use is incredibly poorly designed and difficult to understand. In addition to not being that helpful

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 online leader board, also known as body dysmorphia on steroids

Also a feature for cheat days if you were to say go on vacation

- **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 diet tracker, It is a daily calorie tracker that can be customized based on your needs.

- **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 would use it. But not because of the features because of personal reasons / preferences. We feel it would not be worth that much to us.

- **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

Strava, MapMyFitness, FitBit, Nike Run Club, MyFitnessPal, etc.

There are so many and people are already using them so they will be recommended in the social spaces where it would matter

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

It will not make enough money—you have a one time ad removal purchase and ad revenue and the occasional sponsor, that is not enough to keep the lights on, your main income is from other companies that will want to make their money back

- **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

Dietary aid, which they specifically said was “not backed by professionals,” instead being based on generalized research. How do you know if anything they say is trustworthy, or even what “generalized research” actually means?

- **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)

Profits and lawsuits. No consistent profits scaring investors, and lawsuits from when they inevitably sell data or from these "generalized studies".

- **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 online leaderboard, it feels like it only exists to get people addicted/ competitive, and feel inadequate because they aren't high enough, it feels pointless and possibly harmful.

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 not invest 100 dollars in this product as it is a flawed plan.

- **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 entire conclusion feels very generic and no part of it stands out more than the rest.

- **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 did not convince us. Beyond that, there weren't any actual recommendations after the conclusion.

- **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

4 It feels like a more generic idea that they are not that passionate about.

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)

Where ever they got that pie chart from

- **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)

None of them help particularly but the pie chart only hurts them

- **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 have two graphs, neither of which make logical sense, or show how high the demand is for apps like this, or how much money said apps make

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**

They need to review their features and how they intend on making money, while making their sales pitch simpler

Don't give people who are in need of dietary aid advice that was never once fact-checked.

- **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**

That they are willing to create an app that includes dietary aid without consulting actual dietitians, which also puts into question the legitimacy of the rest of the app.