REVIEW OF Jax Blocks

Section number: 2

REVIEWER group number: 5

REVIEWER group members:
- 1. John L
- 2. James
- 3. Ivy
- 4. stephanie

Who is your scribe: John

REVIEWEE group number: 1

REVIEWEE product name: Jax Blocks

⚠️ **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:

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, Inform us about the tools you will provide the user

- **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

  The entire concept would confuse most of the less tech savvy, sell it more like mario maker instead of scratch, don't sell it as coding but include it as optional for the better tech people

- **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

  Meh as a consensus it seems to fill too small of a niche

- **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

Mario Maker, but let the players code their own minigames! (crashing and burning friendships but with code!)

Learn how to code while making a game for you and your friends!

It's an accessible way to code simple multiplayer games, like a Mario Party minigame creation platform.

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
  The fact that the evidence they are using is flawed as views on youtube can be collected via personality and not just content.

- **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')
  Player counts/base, the amount of people that stay interested, more data on the dreams game

- **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)
  No it does not solve the problems anyone we know would have

- **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 would you sell people on it compared to free versions like roblox

- **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 incoherent at times and one is completely useless
For example, the profit projections do not have any axes to indicate numbers, and was illustrated poorly. Also why is the line so straight, if you are going to lie, DO IT WELL, better yet, DON'T.

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
  A subscription service to access games made by other people

- **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 name, the market, will confuse customers

- **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?
No 0/4 Remove the subscription

- **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
  Roblox… (you don't want to be near that thing), Jack Box, Mario maker

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
  Where is there market

- **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
  Moderating the publicly released games (especially considering the fact that they think people should be paying to access the publicly shared games, the moderation better be good or they are about to start a fire that they WILL NOT be able to stop)

- **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)
  No sales and unmoderated content

- **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
  Not paying game devs on the site initially

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
  $0 this game will fail
  (and is dangerously similar to roblox in the exploitation of developers)

- **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 cracks in their foundation
- **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

- **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
  6   passion for the bit not the product

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)
  The steam sales are strong, but the random dream chart is useless
- **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)
  I would **strongly recommend** that they give their graphs: axes, what does the unit for the x and y axis represent??? Please also account for the error margins of your estimate, as well as making easily accessible the sources of data that you use to back up your claims. In addition, **please, please, please,** use a better tool for graphing than MS paint, anything, consider using **matplotlib** if you have any basic knowledge of python, or if you really don't want to, **excel** or **google sheets**, if you are interested in using open source software, also consider **LibreOffice Calc.**

  My god stop please stephanie chill
- **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)
  Player counts for similar games and visuals of the product

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
    Shift from coding based to template/prefab based

- **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 name being just a copyright violation

The fact they made a product that, largely, already exists. Roblox, Mario Maker, Ultimate Chicken Horse?

The fact that they want an additional subscription to access the other games people have made