REVIEW OF Anime Alarm

Section number: 110, 02

REVIEWER group number: Group 6

REVIEWER group members:

- 1. Elsa Smolarz
- 2. Robin Andrus
- 3. Jo Hays
- 4. Xeno Nguyen
- **Who is your scribe:** *Robin Andrus*

REVIEWEE group number: Group 8

REVIEWEE product name: Anime Alarm

⚠️ **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?: WE AGREE
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?	**NO**
Proper formatting? - ex. headings, subheadings, reasonable length paragraphs(no "walls of text"), lists	**Y/N**

→ **If any NO's above, specify what needs fixing:**

1: No app/product name in the title of the document.

2: Title text does not include team number.

3: The template instructions have not been removed in places.

4: Everything is passable by this except for the introduction and conclusion.

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

  A better description of what the product actually does and how it can be used would make us reconsider.

- **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

  A confusing part of this product is the having to get vip to access many different animes. Something that would make it clearer would be the product coming with the animes already included.

  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

Unanimous Meh

One change would be: Adding a feature which would be something the app itself can only bring, not something a consumer could get from falling asleep while watching a pirated playlist on YouTube.

- **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

Xeno: An alarm which lets you wake up to the sweet sounds of your favorite anime every morning.

Robin: An anime-themed alarm that appeals to the user's love of anime to motivate them to wake up.

Jo: An alarm clock that uses the newest episodes of your favorite anime to wake you up.

Elsa: This product is an alarm clock that utilizes your favorite anime shows to wake you up and prepare you for the day.

Consensus: This product is an anime-theme alarm clock that appeals to the user's love of anime to motivate them to get out of bed.

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
- Very clearly for profit, a competitor would most likely provide a similar product for much cheaper, possibly a digital alarm application that would play your favorite anime (and be much less costly).

- **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 specific evidence provided for gacha game "whales" but there is not specific evidence provided for Hikkikomori's, NEETs, or anime fans in general.

- **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)
    - 4/4 of our group members know someone with this problem.
    - 8 / 10, as this is a very real need and lots of people struggle to wake up in the morning.

- **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 this actually wake you up?
    - This question is technically answered, but with the assumption that people will understand that anime will have the ability to wake up.

- **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 graph justifies the usage of the anime aspect, and another article used explains the demand for alarm clocks, but they do not seem to connect the two

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
- SUPER VIP should be removed, as it is unnecessary monetization. I get the point that it is meant to appeal towards "whales" in gacha games with an abundance of money, but it does get to a point.
- A missing feature is something that will entice the average consumer to use this product, as opposed to the gacha game "whale" audience.

- **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
  What's confusing is how the product will actually work to wake people up in the morning.

- **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.
- The app feels aimless, its purpose doesn't feel clear nor concise.
- No money, the app would serve better as a digital alarm that would be able to be downloaded for free.

- **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
- YouTube, crunchyroll, any streaming platform with a playlist feature. This matters because it trivializes the entire product.

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
- There is a notable lack of any mention of the alarm part of the product, whose appeal or distinctions remains largely unexplained.

- **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
- The fact that this product is only made for monetization.

- **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 most likely reason for failure would be the extreme monetization and the significantly niche audience the app is attempting to appeal to. Notably, they seem to have dug in their heels in regards to their audience.

- **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
- One significant ethical concern is the fact that their product is marketed to hikikomoris (mentally ill people) with the intent of profiting off of them.

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
- All four of us would invest a sum total of $100 dollars, we are not confident in this product's success, which is why our limit is so low.

- **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)
- We enjoyed that the conclusion started with a question, it made it all the more memorable. Although, it would have worked better as an intro rather than a conclusion.

- **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)
- If the product somehow convinced us, we would invest further money with hopes of helping to build the product further and profit.

- **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
- 7/10, as they do show significant enthusiasm about their own prospect.

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)
- There is no appendix, the source links should be placed there instead of the middle of the market research section.

- **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)
- The first visual featuring Kaiju No. 8 is the most helpful as it is the most visually appealing, it has very nice pastel coloring which contrasts nicely with the anime covers.
- The Gojo plushie is strangely placed, why is he there? It is too confusing.

- **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)
- There are not enough graphs or other statistical evidence present in the proposal.

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**
- Put more attention towards solving the problem they mention than turning a profit from it.

- **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**
- How focused and enthusiastic they were about the potential profit this product would make them.