

App Proposal Draft Peer Eval Instructions

Overview

- You will critique another team's P1 - App Proposal DRAFT as a group
- **REVIEWER** = your group doing the review
- **REVIEWEE** = the group whose proposal you're reviewing

Critical Requirement

THIS IS A GROUP DISCUSSION ACTIVITY

- **Dividing questions among members = automatic zero**
- ALL questions must be discussed together before writing answers
- ONE person types while EVERYONE contributes ideas
- I will be monitoring groups during class
- You will be completing 2 reviews; I expect you to finish one today and post it. The second can be completed before the deadline shown in MyCourses

Ready/Set/Go

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1. **Elect a scribe** - This person types while everyone discusses
2. **Create a new Google Doc** and share with all of RIT
3. **Copy the template below** into your document
4. **Work through each section TOGETHER:**
 - Read the question aloud
 - Discuss as a group
 - Reach consensus
 - Scribe types the agreed answer
5. **When finished:** Post link in Slack channel (look for "P1 Drafts - Peer Evals" thread)

***** PEER EVAL QUESTIONS TEMPLATE *****

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REVIEW OF *Forget-Me Not*

Section number: 2

REVIEWER group number: 2

REVIEWER group members:

- 1. Alex Felton
- 2. Manpreet Singh
- 3. Auden Beaudette
- 4. Junhyun Kim

Who is your scribe: *Auden Beaudette*

REVIEWEE group number: 4

REVIEWEE product name: *Forget-Me Not*

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:

- Document title is missing product name
- Title text is missing group name

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:** None of us want to buy a flowerpot to put stuff in; the stickers are a good idea, but placing our belongings in flowerpot-shaped boxes seems silly and expensive. If the product worked with ordinary places you would place your belongings, we may invest.
- **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
- **There are a lot of steps involved to make this product function:** placing the stickers on the right objects, syncing the flowerpots correctly, understanding how the virtual garden relates to the real-life boxes: the setup would need to be a very clear step-by-step process for a grandma to understand it.
- **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
- **2:** The sticker tracking technology is very interesting, but our group was not very interested in the real-world flower pots; if we could use the product and not be judged by our houseguests for having empty flowerpots, the product would be more compelling.
- **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

- Forget-Me-Not: an app that builds better habits for remembering your belongings while keeping track of them.

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
- This app makes people place their product in the right place. But some other apps can help them to "Find" their product. So other apps could focus more on the "Find My" part using this product's powerful sticker technology.
- **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')
- The market research for this product is solid; we don't see any gaps in the claims that are unsupported.
- **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)
 - 2/4 group members know someone with this problem (forgetting belongings): we feel this is a very real problem for many people in their day-to-day lives. Need: 7/10.
- **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 the sticker tracking technology work? If AirTags exist and are bulky and expensive, we are very interested in seeing how this product has an easier solution that none of us are aware of. We don't think this proposal discusses how the sticker tracking technology exists/how it was made.

- **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 charts and graphs are relevant, appealing, and help improve our understanding of the problem & the product's solution. The visual aesthetics of the market research is one of the strongest parts of the current proposal.

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
- Feature to kill: we don't think there's a reason to have real-life flower pots to put your belongings in; just keep the pots virtual and have another set of stickers you can place wherever you normally keep your belongings to pair your objects with their location.
- Missing feature: Being able to take items with you when you travel: your garden shouldn't wilt just because you're away.
- **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
- It is somewhat confusing how the points system works: do you lose points if you're away from home with your phone for an extended period of time? Is the virtual garden completely digital, or does it have AR-functionality with the real-world flowerpots? If the app is meant to have virtual plants growing out of the real-world flowerpots, it is not made clear by this proposal.
- **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?
 - ¼ group members would use the product if it was free. More of us would use the product if the flower pots were optional, and a business model that makes sense is paying for a sticker sheet while the app is 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
- Forget-Me-Not is similar to "find my phone" apps, but this similarity is covered in the proposal, and also Forget-Me-Not's sticker tracking technology is completely unique.

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 proposal is avoiding the discussion on how expensive the product would be to make. It isn't clear how much the product will cost, both to manufacture and to consume.
- **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
- Again, this section does not mention the cost to consumers: flowerpots and tracking stickers seem like a substantial investment for the average person.
- **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)
- Most likely reason for failure: the product is too expensive and cumbersome. This is somewhat addressed, however the counterarguments section does not mention how the average person would feel about having flowerpots that only keep important objects like housekeys or your phone in them, which we believe most people would find strange.
- **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 Forget-Me-Not company can track your products through the sticker. If they are hacked by a hacker, will the hacker have access to the locations of your possessions?. Also thieves or criminals can attach these stickers on my clothes or my things for stealing, or for checking if my house is empty or not.

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
- Average investment limit: \$10,000. The tracking technology feels super powerful and like it could have many other applications in the future.
- **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 long-term benefits of building better habits seems crucial: marketing the product as a dual-solution for losing important/expensive items and improving memory should be the focus.
- **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)
- We will give them our money because that's how we think investment works. It is very clear that this money will go towards the development of the app and the manufacturing of the stickers/flowerpots.
- **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: the conclusion reiterates the importance of Forget-Me-Not and emphasizes its strengths in using brand-new technology to fill a gap in the market.

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)

ResearchGate is the most convincing source because it appears reputable and has a long history of research. Shaneco feels like the least relevant source because the methodology for their survey isn't clear and the site is mostly focused on selling jewelry.

- **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 “costly consequences” infographic is very helpful to the proposal, as it clearly shows the consequences of forgetting important items. The graph displaying Forget-Me-Not's usage compared to other products is confusing, we don't believe users would genuinely use a “find my” app several times per day.
- **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 is missing - all sources are cited

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**
- We think the flowerpots should be scrapped: it doesn't make sense to us to have empty flowerpots just for your belongings, and it would make sense to instead expand the virtual garden and its features more.
- **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**
- We were very impressed with the mock-up of the flowerpots and stickers: the 3D models seemed very professional and much more convincing than an AI-generated mockup, and it also showed how the stickers would look compared to real-world objects.