REVIEW OF The "Better RIT" App

Section number: 2

REVIEWER group number: Group: 7

REVIEWER group members:

- 1. James
- 2. Devin
- 3. Frank

Who is your scribe: James

REVIEWEE group number: 3

REVIEWEE product name: "Better RIT" App

⚠️ **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
<u>*REVIEWERS will answer the following questions about the REVIEWEE project proposal*</u>

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:

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:** We're in because of the appeal of a more streamlined and centralized experience with RIT App.

- **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:** Nothing that they stated confused or could confuse someone.

- **The "So What?" Factor:** Quick group vote: How many think 'Wow!' vs 'Meh'? Discuss why you differ and try to reach agreement.
  → **Write:** 3 wow, because it seems useful and very realistic.

- **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:** Better than the current app.

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:** They don't display weaknesses because they are taking from the original app and adding on to it while at the same time putting features from other apps in the same place making it a potential default 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:** A graph of user satisfaction to demonstrate its success.

- **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:**

- Everyone knows at least one person with this problem.
- 7 a need because it would be nice but we can live without it. Due to the fact that the current app is so unorganized.

- **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 would be how the merger of the apps and website work to maintain quality of life and they don't answer it.

- **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 chart is relevant and improves the proposals. They are visually appealing but they couldn't be moved into the appendix.

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:** We'd kill the DUO merger and add in app information rather than just hyperlinks.

- **The Confusion Award:** Together, identify the most confusing part of how their product works. Collaborate on a clearer explanation.
  → **Write:** What's confusing is the laundry room tracking and our 2 stance clearer would be. When a student taps in, an update to the database is made. Whenever the door opens without a key tap a subtraction to the database is made.

- **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:**
  - Everyone would use it
  - Nobody said no
  - This should be included with RITs tuition so we'd expect it to be free to students and staff

- **The "Wait, This Exists!" Check:** Does this remind you of any existing product or service they didn't mention as a competitor?
  → **Write:** It's just a better app than the current one.

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:** They address everything and a rebuttal as well.

- **Devil's Devil's Advocate:** Review their counterarguments section as a group. Which concern did they handle weakly or completely miss?
  → **Write:** They addressed the main things that many would be worried about.

- **The Achilles' Heel:** If this product crashes and burns, what will be the cause? Discuss and agree on the most likely failure point.
  → **Write:** The biggest cause of failure is a lack of adoption by RIT.

- **The Ethics Check:** Brainstorm potential ethical issues as a group (privacy, addiction, discrimination, manipulation, etc.).
  → **Write:** If the app got hacked or a data leak happened, how safe would the information be from those risks?

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:** We'd invest $10,000 to make sure that the app is developed and runs smoothly.

- **The Memorable Moment:** What's the ONE thing from their conclusion you'll all remember tomorrow? Agree on what stuck with you most.
  → **Write:** The fact that RIT hasn't done this yet; however, it shouldn't be their lead because it would be aggressively attacking the institution they're working for.

- **The Call to Action:** If their proposal convinced you, what would you actually DO next? Is this clear from their recommendations?
  → **Write:** The action we'd take is getting the app into development; however, they aren't clear on how they'd approach this and how'd they reach out.

- **The Passion Check:** Does their conclusion show genuine excitement or does it feel flat? Discuss and rate as a group.
  → **Write:** 8, very enthusiastic. The formatting and the fleshed out displays commitment and excitement for the project.

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:** The most convincing source is the reddit post and the weakest source is the waze because it doesn't add much outside of the GPS feature.

- **The Visual Vote:** Look at all their images, charts, and mockups together. Which visual element helps or hurts their case?
  → **Write:** They're all understandable and clear because tey display both the need and how they're gonna fix it.

- **What's Missing?** Discuss what additional evidence or visuals would strengthen their proposal.
  → **Write:** Nothing - 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:** Flesh out the conclusion and recommendations to give that clarity in that particular aspect, it would improve the proposal.

- **The Surprise Factor:** Share what surprised each of you, then agree on which surprise was biggest for the group overall.
  → **Write:** The most surprising aspect is how much of an improvement this app will be over the original app, becoming a centralized information hub.