REVIEW OF Aperture labs

Section number: 08

REVIEWER group number: *<your group number>*

REVIEWER group members:

- 1. Gus
- 2. Sly
- 3. Valerie
- 4. Brandon
- 5. *<Dereleth Doomscroller III.>*

Who is your scribe: Sly

REVIEWEE group number: 1

REVIEWEE product name: Aperture Labs

⚠️ **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?: 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?	**YES**
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	**YES**

→ **If any NO's above, specify what needs fixing:** Add team number at title text at the top. Fill out anticipated challenges and counterarguments. Didn't remove the boilerplate.

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 (We need more innovation)

- **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

They'd be scared, would rather have a normal alarm. My grandparents don't use an alarm.

- **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. Give up on the alarm?

- **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

An alarm that is annoying enough to wake you up, and a camera that watches that.

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

We'd expand it to be any character (instead of just the one) that wakes you up.

- **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')

____ amount of college students suffer from not waking up and missing class.

- **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)

Two out of the four members know someone who could be helped.
3/10, not really real. People can already change their alarm or turn the whole system off.

- **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? They don't answer it anywhere.

- **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!

Yes they are relevant, appealing, and improve the proposal. None should be moved.

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

Get rid of the advertisements. They need to add more characters that wake you up.

- **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

They tried to write in the character's voice (memeing), so it was confusing. An alarm that uses motivation speech from a character.

- **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 one is using it. Letting the user select from other fictional characters. Less than a dollar.

- **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

It reminds me of Alarmy, which was also in their presentation as an obvious competitor. You could also get your own recording of a character from media or AI to do this instead of the app.

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

What if they don't care for the character/voice?

- **Devil's Devil's Advocate:** Review their counterarguments section as a group. Which concern did they handle weakly or completely miss?

They missed their whole Devil's Advocate section.
→ **Write:** Concern they addressed poorly (and why it's weak) OR major concern they missed entirely
They didn't address market value, or why adjusting your alarm wouldn't work.

- **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 one cares for the voice/message/character. They did not address it.

- **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

They have a camera that watches the user wake up.

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

Our average investment is $100 because we don't think it would make money.

- **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 most memorable moment was the disclaimer. No probably not the lead because disclaimers are usually at the end and a weird hook to begin with.

- **The Call to Action:** If their proposal convinced you, what would you actually DO next? Is this clear from their recommendations?

I would expand the features.
→ **Write:** What action you'd take AND is this clear in their recommendations? (very clear/somewhat clear/unclear)
Add more features/characters/voices. Probably get rid of the camera.

- **The Passion Check:** Does their conclusion show genuine excitement or does it feel flat? Discuss and rate as a group.

They seemed quite excited.
→ **Write:** Enthusiasm rating 1-10 (1=sounds bored, 10=infectious excitement) AND one specific example of where they showed (or lacked) passion
7.5 enthusiasm. They showed this throughout by voicing the character in the text and having him be enthusiastic about himself.

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)

CDC is good because its long, scientific, and mostly trusted. Theportalwiki.com is bad because its not as trusted and doesn't play the voicelines.

- **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 graph is bad because it's obviously fabricated and the mock up of app was helpful to see the product.

- **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)

The source fo the graph should be there.

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**

Open it up to more voices/characters etc.

- **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 camera that watches you get up, which we thought was mostly bad, and there is better options like monitors or timers.