

REVIEW OF Routine Smith

Section number: 2

REVIEWER group number: 3

REVIEWER group members:

- 1. Derek
- 2. Kevin
- 3. Kai
- 4. Evan

Who is your scribe: Evan

REVIEWEE group number: 7

REVIEWEE product name: Routine Smith

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?	Yes
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:** IN or OUT (as a group), and the ONE missing piece that would change your collective mind

In, The executive summary, while long, provides good details on the project and is unique

- **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

No, less technologically savvy people would likely have a hard time understanding the 3d anatomical model as well as the remembering to put in certain info like PR's

- **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

4 good, The summary is incredibly long for what it is and feels like much of it could be put into the product details. Making this summary much more exciting and less long winded could help.

- **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

Organize Your Workout, Be more efficient!

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

There is no way for the app to make money, and it seems like the workout suggestions are randomly generated based on suggestions, rather than customizable.

- **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 app's 'user retention' stats. It shows a graph comparing it to competitors, but not the actual time users use the app for.

- **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)

5, it feels a problem, though not one of desperate need. 2/4 know someone with this problem.

- **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)

Relies on sponsors and ads, which works but may be annoying and drive users away compared to other methods.

- **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 graphs and charts are generally visually appealing and help improve the understanding of product needs.

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

Online leaderboard, it seems somewhat counter productive and could lead to those lower on the leaderboard feeling bad about their performance rather than product

- **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 sources and research helps generate the workouts? It isn't specifically mentioned.

The clearer version would need mentions like: using data from x website and x sources we generate workouts to help you get into shape!

- **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?

1/4 said they would use it, with most of them not willing to pay for it. One change would be better organization or removal of the leaderboard

- **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

Weightwatchers, MyfitnessPal. They do not mention any competitors by name which hurts the proposal.

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

How workouts are generated and what data it uses.

- **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 product is not backed by actual professionals, and could easily lead to faulty information or poor generation for workouts.
- **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)
There is a large market for this product, and the competition was not mentioned specifically enough to calm said fears about the product.
- **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

False information gained from the research is an ethical issue, and it could lead to poor workouts.

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

\$1,000 of our money (if we had it) this is a promising idea, but with a large competition and not clear research made.

- **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 full body muscle mapping that they mention is very interesting, but it should not be their lead as it is already mentioned in the executive summary.
- **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 does not say what we as the audience should do, and only instead says what their future would do.

- **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 the project seems to have passion, especially with the idea of further development.

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)

Sketchy- PC Mag: They use a magazine website's "top 25" as a source rather than a peer review article.

Convincing- Heathline - A well known health website.

- **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)
Line chart is the most helpful and helps convey their point, but the pie chart is somewhat confusing at a first glance, and should have been a bar graph rather than a pie chart.
- **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 missing- 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: The ONE most important change needed**

More extensive research and professionally backed sources
- **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 lack of mentioning competition by name, and lack of professionally backed sources was surprising (In a bad way)