

REVIEW OF Anime Alarm Dolls

Section number: [Section 2](#)

REVIEWER group number: [Group 4](#)

REVIEWER group members:

- 1. Alex
- 2. [Xander](#)
- 3. [Jai](#)
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Who is your scribe: [<Alex>](#)

REVIEWEE group number: [<8>](#)

REVIEWEE product name: [<Anime Alarm Dolls>](#)

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?	No
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
 - We would be OUT. We believe that something that wakes you up has to be loud and obnoxious, as your favorite anime may be something calming and soothing to the person. We do not think it solves the problem of oversleeping.
- **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 grandma would understand the product and how to use it, but they might not understand the "anime" aspect of it and its draw.
- **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
 - We would all give the product a Meh. This is a very niche product, and nobody in our group is part of that niche community. It may have better capacity to grow as a product if it was more broad, or had the option to use media outside of anime.
- **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

- This product is an alarm clock designed to show the buyer's favorite anime when they wake up in the morning.

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
 - As a competitor, we would try to have a product that markets to a wider audience, we would want a product that caters to more people than those without impulse control on their spending.
- **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')
 - We think the survey talking about 80% of employees at workplaces using alarm clocks may not fully relate to the target audience of weebies, as it doesn't show how much connection there is between weebies and employed people.
- **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)
 - 0 out of 3 of people in our group know someone with this problem (specifically relating to anime). This overall feels like a manufactured problem, but we do believe some specific individuals may want this product, so we give it a 2/10.
- **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)
Our question would be asking where the growth potential for this product would go after the core anime fans bought it. They did not really address this issue, as it is pretty centralized on anime fans.

- **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 provided in this proposal is not particularly relevant to the other market information and product as a whole. It could be improved by explicitly tying this graph to their product, as it is not clear what “Gacha Games Market Size” has to do with an alarm clock.

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
 - We think the feature to kill in this product would be the Battle Pass, as we do not see how a battle pass would relate to an alarm clock. A feature that could go well with this product could be a body pillow version if you buy the SUPER VIP package.
- **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
 - A confusing aspect of this product is the “Gocha” aspect of it, as we do not see how that ties into the alarm clock functionality.
- **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?
 - - 0/3 of us would use this product. One thing that would make it much more likely for people to buy it would be removing the annual subscription in favor of a one-time payment.
- **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

- This reminds us of any existing alarm clock, and it matters to their proposal as a core idea to this proposal is to differentiate it from existing alarm clocks, which in all fairness they do a lot to separate their product from existing options.

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
 - A large issue that was not addressed is the issue of copyright and getting licenses from these major animes to produce these dolls, as getting sued would make them LOSE money, which they appear to like.
- **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
 - An issue that was not really addressed much was that, since they implied they are taking a loss with the base models, what happens if nobody buys the subscription? If people only buy the base model, then they may not be able to make back their losses.
- **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)
 - Their use of overpriced marketing and the battlepass/tier system rather than making the product affordable for all. They do address the fact that their product may fail due to their issues with money.
- **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 give more abilities to those who pay more, essentially squeezing people for money if they need more useful features. In all fairness, this may not be a issue for the company, as it appears to be the goal to squeeze as much money from their customers as possible.

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
 - We all agree that we would invest an average of \$50 if there was an option for a body pillow version instead. But we will not pay for the subscription.
- **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 part of this is that they want money. This point IS their lead, and they are very clear about it.
- **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 would not take this action, but a diehard anime fan that has no impulse control would certainly buy one of these immediately. This aspect is also very clear in their recommendations.
- **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
 - I would say that there is passion to take the money of others and that rating would be at least a 9.

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)
 - This is not present in the appendix, but their earlier chart does appear to be a sketchy source and it is not very relevant to the core product.

- **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)
 - We feel that the visualization of the doll and how to customize it was very well done. The trend chart of the purchase of anime/gacha themed products also showed the growth in interest in this themed 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)
 - Everything. There is not much evidence (none in the appendix), so anything would be a benefit.

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 as a group the most important change to the proposal would be to add a body pillow option, as that would catch an even wider range of weebies.**

- **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 quite surprised about the idea that an alarm clock has a subscription service tied to it, as there are many alarm clocks without this feature that does the job just as well. Also the use of wording does not really appeal towards a work setting more like a conversation.**