App Proposal Draft Peer Eval Instructions

REVIEW OF Mindful Scroller

Section number: 08

REVIEWER group number: *4*

REVIEWER group members:

- 1. Trevor Schreibeis
- 2. Jonathan Cameron
- 3. Sam Piper
- 4. Will Edinberg

Who is your scribe: Switching Off Scribes (Trevor First)

REVIEWEE group number: 6

REVIEWEE product name: Mindful Scroller

⚠️ **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:

alter the title to match the naming protocol stated above

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 app aims to solve the problem of doomscrolling and has unique features that other apps in the same scope don't have.

- **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 are out, we find that it is not able to be a profitable app and as it is now there is a waste to just skip over the suggestions from the app just as someone would scroll past an app. Maybe you could add a timer that does not allow the user to skip past the reel that the app includes that forces the user to look and actually read the suggestions from the 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:** What would confuse them and how to make it clearer

We believe that the less tech savvy may be able to operate the app because the app itself seems to alter other apps rather than have a ui itself. They might not need to understand how to

use the app if they don't fall prey to doomscrolling. As stated in their proposal their target audience are young adults and under so they will fall outside the scope of their target audience.

- **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

1 Change the way it shows in the reels apps so it is less ignorable for the user as it is now there is no way preventing it being skipped.

- **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

Mindful Scroller is an app that uses notifications to encourage the user to stop doomscrolling and to do something productive instead, This matters because doomscrolling is a decent sized problem in modern society.

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

  The competitors will abuse the ease of skipping past the productive reminders making their app more attention grabbing.

- **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')

  This group did a good job when citing evidence illuminating the problem however they don't have any evidence that shows the successfulness in their aim to stop

doomscrolling. Which by adding will make their case a lot better.

- **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 of 3 know someone with this problem. The need feels 'reel' is a solution to a problem however we feel that the solution posed is not aggressive enough to prevent doomscrolling.

- **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 will the app make money? This question is not addressed in their app proposal. It seems the only way to make money would be to allow advertisements.

- **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 group provides three charts, one is an example of another app in the same field, another is relevant to the problems caused from doomscrolling and the last is their success probability. They could be distributed within their text to make it easier to read. Maybe next to relevant info in the paragraph.

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
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  A feature that mindful scroller is missing is including the time spent scrolling like they have a count of the reels you have scrolled over. It would help the user to be guilted into turning off their phone. A feature that may need to be removed is suggesting people to go to a different video app down a rabbit hole when they may need to just get off their

phone to begin with.

- **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

  We are confused on how the app will remain encrypted as well as how the app will work to get into the reels feed and if the app itself has any UI. we are confused if the apps UI will only be within apps with short media scrolling. A fix would be inside the app to select which apps will be affected. And maybe an example of how it will look when the app is in effect where you can choose what kinds of things the app will tell you to do inside of the reel.

- **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?

  None of our group would download this app because we don't use apps with reels so there is no need to download an app that helps us prevent doomscrolling. Since we don't need to prevent doomscrolling the subject would need to change for us to all use it. Our group feels that the only way to have this be successful in stopping doomscrolling it needs to be free because many people won't buy the solution to their problem.

- **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

They provided 11 other examples of apps in this subject, our group does not know of any other apps in this subject.

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

They don't address profitability

- **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

  They brought up the counterargument of users simply not caring to download the app or viewing it as a restriction to a problem they don't see as one. It felt as if their response to that argument was more to please those thoughts instead of confirming that that is what the app is meant to do.

- **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, the cause would be how easily dismissible it is, and no, they did not address this.

- **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

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

- **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 fact that this app helps with doomscrolling by inserting itself into your social media apps and telling you how many reels you've scrolled through. The fact that it tells you how many reels you've scrolled through could be their lead because it indicates a sort of seriousness about the intentions of the app.

- **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)

- **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

  2(feel free to change it), because they spend most of the time doubling down on what the app is. It is clear from the first sentence: "To reiterate this proposal, the main issue the plugin Mindful Scroller is meant to alleviate is doomscrolling, or excessive consumption of short-form content. "

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)

- **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 most helpful visual is between the depression and anxiety chart and the app mockup showing the "You've scrolled through…reels today", because it gives some validity to the intended purpose of the app. The least helpful visual(although they say more information towards that is incoming) would be the "Up" graph indicating immediate success, because there's no added evidence as to why.

- **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)

  Possibly more statistics towards doomscrolling to stress how problematic it is along with some proof to certain activities that are just as engaging(in regards to producing the same reaction out of a young adult brain that keeps us scrolling in general)

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

  Making the app something that's less dismissible. Yes, it is unavoidable that users will be able to download and uninstall as they please, and yes, it relies on the want to change doomscrolling habits, but in the case of parents as consumers, it would prove a lot more useful if it were something that truly stood in the way of doomscrolling. Make it annoying

- **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

  Nothing really surprising per say