

REVIEW OF **Swindle Spotter**

Section number: 110 8AM

REVIEWER group number: 5

REVIEWER group members:

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

Who is your scribe: Gus

REVIEWEE group number: 2

REVIEWEE product name: Swindle Spotter

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?	YES
Proper formatting? - ex. headings, subheadings, reasonable length paragraphs(no "walls of text"), lists	NO

→ 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 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
My grandma would probably be confused by the AI aspect, so I could go in-depth for people who don't fully understand, keeping them interested.

- **The "So What?" Factor:** Quick group vote: How many think 'Wow!' vs 'Meh'? Discuss why you differ and try to reach agreement.

Good because it seemed to actually help real-world problems and use AI to create security.

→ **Write:** Vote count (e.g., 3=Wow, 2=Good 1=Meh) and ONE change you all agree would make it more compelling

4 Good. A visual mockup of the app would make it better.

- **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

A scam detector that uses AI to find malware and other fake news.

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
AI is very easy to trick and can produce many false positives and negatives.
- **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')
They are missing specific demographics on which groups are affected by phishing and scams.
- **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)
This is definitely a real issue.
- **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)
We would ask, "How do we know this isn't selling our data?" and this is only partially addressed in the proposal. The devil's advocate section mentions this possibility but does not elaborate on 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 answers to the above questions - and be sure to justify your NO answers!
No, the proposal does not even have any charts or graphs.

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
The highlighting feature seems like it could get annoying.
- **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
The section about the app's safety is very confusing. It just asks a bunch of questions and doesn't answer any of them. We would write responses to these questions.
- **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?

We believe that this would have to be a paid service for us to download it. Being paid means it doesn't have to rely on ads or data selling to make money, and makes it more trustworthy.

- **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 is a feature that many anti-viruses already have. This would likely im

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 never addressed any of the safety concerns despite raising the concerns in the first place.

The app will have privacy problems because it will need access to all of the user's browsing history and data at all times to work.

- **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 addressed the safety concern very poorly. All they did was list the possible concerns and not address any of them.
- **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)
People won't trust the app with their data and will therefore not buy it. Again, these concerns were mentioned but not addressed.
- **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
The app will have access to private conversations that the user has with other people, and if they don't consent, that would be unethical.

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 average is \$1,000, since it is a strong idea, but it might not be popular with most people, and the app could fail.

- **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 safety ratings of the app were the most memorable, since it is the most helpful feature. It should be their lead because it also covers scams at the same time, which is their lead, and they don't have a feature as their lead, just the ideas.

- **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)

Invest money in their product so it can launch. It's clear.

- **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

They showed enthusiasm in the intro summary, but not much in the market research and critique sections. 7/10.

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 Federal Trade Commission is the most credible source due to its federal jurisdiction, while the list of scam websites is the weakest due to its ever-changing nature and lack of meeting the needs of the app.

- **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 least helpful visual is the magnifying glass. It almost looks like it's an unloaded image; it is not very relevant. The most helpful is the App logo at the top, which has a calming security about it.

- **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)

We think more evidence of how these features could be done would be helpful. It's essentially an upgrade of what we already have by default, but if there was an easy way to create a better version, it would be done already, so we're curious how it will be done.

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 thoroughly explain how this can be created, because currently, it doesn't make sense why someone wouldn't have done it already.

- **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 most surprising thing is that Swindle Spotter would encapsulate all scams, which is very ambitious, yet could result in a desired product. It will be bad if there is no plan to complete that big feature, but great if it can be done.