## 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) - IF THE PRODUCT WAS POORLY MADE WE WOULD BE OUT**

* **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

Yes, a convenient information app would be usable by old people . Some more comparison to the current RIT app would make this proposal more understandable and may be more persuasive.

* **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

Wow - Seb, Grace

Good - Ben, Cherri, Akshat

If there was a new feature or something not present in the original app, that showed what this new app would have that is entirely new. It would be convenient to have all RIT apps consolidated, but it’s only convenient, and not very significant of a change.

* **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

Seb - This product is a consolidation of all the RIT apps for easier use

Grace - This product is potentially a consolidation of all the RIT apps for easier use

Ben- This product could be a consolidation of all the RIT apps for easier use

Cherri - This product might be a consolidation of all the RIT apps for easier use  
  
Akshat - This product may be a consolidation of all the RIT apps for easier use

Total - There is a strong chance that this product may possibly be a consolidation of one or more RIT apps and websites for easier use.

## 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

Implement improvements within the existing RIT app. The major competitor would be the current RIT apps, which could easily compete if they simply improved their own app instead of making a new one.

* **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')

A survey showing the need for a better app. WHY people want a better app, how MANY and WHO they surveyed.

* **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)

3 out of 5. The convenience of everything being in one place is the only *need* of this app.

5 mid need

* **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 would the switch from using several separated apps go? People are very used to how it currently works.

* **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!

All are fire🔥. The chart is 🔥 appropriate and has nice colors, however the text on the graph is a bit too small. The screenshots all show what the RIT app is and are 🔥good examples for the reader’s understanding.

## 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

Gracie's swipes converter - There’s a reason why Gracie's swipes and dining dollars are separate.

* **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 integration of the current app systems into the client and how much the app actually adds in terms of utility

* **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?

4/5 would use this app.   
 I, Cherri, one who voted no, would be won over if the app had more unique features that differentiate it from the slew of current sites and apps.

* **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 the RIT app but they mentioned it and there are no other similar examples.

## 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 does it work? It integrates the features of all the various RIT apps, but how and why? Is it a new original app or does it connect the previously established software?

* **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 poorly addressed the issue of integrating a number of features into their app. They did bring up the problems with internet traffic and the integration of live tracking systems, but did not address how they intend to solve these problems at all.

* **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)

The most likely way for this to fail is if people just don’t use it, and continue to use the previous RIT apps as they are because it’s what they are used to. It would be a lot more effort to switch to a new, simpler app than it would be to stay on an app that’s complicated but you’re used to. Clubs, for example, may not have much reason to transfer.

* **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

Privacy, the waze-like feature could be used to violate students' privacy.

## 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 would invest 0$. There is no return on investment for this product.

* **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)

They had good prose and vocab

* **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)

I would ask them to make the app. I’d fund the app and advertise and advocate it across campus

* **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

3, It focuses entirely on what’s bad about the old RIT app, and very little on what the new app will bring to the table. There’s also just very little energy in the writing.

## 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)

Their weakest source is the Reddit thread. At no point during the proposal do they mention any information specifically from the source. The source is anecdotal, which is not a problem when they’re looking for opinions, but the source was a complaint from 4 years ago which was responded to with several suggestions of an existing solution.

* **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 the screenshots of the current app, that shows maps and the navigation of the current app.

Least helpful visual was the chart in marketing showing the amount of people who approve vs disapprove.

* **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)

Better charts to better show the need for the product

## 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**

Add entirely NEW features, not just slight modifications of the features of the previous RIT app. Features that only exist on this app.

* **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**

What we were most surprised about is that they suggested a new feature, acknowledged that it would cause internet traffic and then didn’t address how to solve it.