## 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 | **NO** |

**→ If any NO's above, specify what needs fixing:**

Create a better header for the group including names of the members and the project.

## 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

Seb: Out

Grace: IN

Ben: IN

Cherri: Out

Akshat: 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

I don’t think this product passes the grandma test, there are two many features that all seem semi disconnected from each other which makes the product feel disjointed and hard to explain.

* **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

Seb: 2

Grace: 2

Ben: 3

Cherri: 2

Akshat: 2

Wow, would be better with a more coherent idea and better marketing, but still a very interesting concept.

* **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 anti doomscrolling / time wasting app that rewards users for being productive on other things

## 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 aesthetic - the use and targeting of only the negative aspects of doom scrolling instead of what every other app focuses on which is mindfulness.

* **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')

All the information is well sourced; the only information that would be extra useful to make the argument is information on the user data of similar products to show if there is a need for more products.

* **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)

5/5

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)

How does it make money? Nothing about pricing, subscription service, ads, etc.

* **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 visuals leave a lot to be desired, as there’s only the one image and it isn’t very informative or eye-catching. This could be improved if it was more fleshed out as a game mockup, and if they had some graphs or charts about doomscrolling statistics.

## 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

Feature to kill, To stay on track with the product’s goal, the app should not be too addicting in of itself.

A useful social element - such as a leader board or outward pokemon-go-esque mechanics to only encourage people to stay off their phones would be very very useful.

**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

It’s confusing how exactly it determines which apps are social media, and how it knows you are using them or not. Also what are doom dollars used for and what is the actual gameplay loop.

* **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?

2 would use this maybe. If the features were more fleshed out and it was clearer what the actual features of the GAME aspect are, more would be interested. We wouldn’t pay money for the game itself, but some form of in-app purchases may be practical.

* **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 product is extremely similar to finch which has a strong social aspect and encourages you to do self care meanwhile this product lacks both of those.

## 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

Pricing- how this app actually makes money is entirely undescribed and does impact how the app would be received and developed.

* **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 did not address any concerns. Our major concerns, pricing, compelling features, addiction, etc., were missed entirely.

* **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)

It seems to be missing features to make it particularly compelling. The main drive of the app seems to be making a number go higher.

* **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 hypothetical use of gambling as a mechanic in this game, replacing an old addiction with a new addiction, is the opposite of the stated end goal. Also the use of specific doomer language may have negative mental health consequences. Additionally, the detection of use of social media is unclear as to how it will be done. Tracking someone’s usage through undisclosed means sounds like a complete invasion of privacy. Biggest question that follows from a potential user, “How can I be sure

## 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 would invest $100 because while it is a good idea, the actual plan and specifics aren’t very fleshed out. There wouldn’t be a strong guarantee of returns.

* **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 conclusion mentioned it saved lives which was memorable, this should not be their lead because it’s not defendable.

* **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)

Install the app and take steps to prevent doomscrolling in my life.

* **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

4/10, the conclusion was a single sentence, and didn’t show a lot of enthusiasm for the product or its features.

## 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 weakest source of evidence is social media demographics, as the information is not used particularly in the article.

* **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 best visual is the mockup of the game interface, as it’s currently the only visual. It’s helpful, but could be improved with more color and personality.

* **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)

Charts / graphs in relation to doomscrolling as an issue

## 7 - Overall feedback

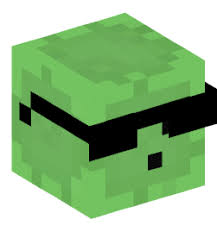
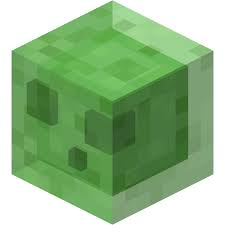
*Provide additional feedback to support your responses to the previous question, as well as suggestions for improvement:*

* **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**

Personality. This is a good idea, but the way it’s presented is rather bland and doesn’t stand out very well.

* **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**

It’s interesting to have a game be incentivized by not going on your phone .



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