# **REVIEW OF Screen Time Translator**

### **Section number:** 02

### **REVIEWER group number:** Team 8

### **REVIEWER group members:**

* + 1. Liam Madiam
  + 2. Campbell Parks
  + 3. QiuYu Zhao

### **Who is your scribe:** Liam Madiam

### **REVIEWEE group number:** Team 2

### **REVIEWEE product name:** Screen Time Translator

### **⚠️ 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:**

Product name in doc title, team number in title text

## 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.

OUT oversaturated market, middling idea, no money making

* **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.

We agree that the vision presented is clear

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

We voted on 2, it’s a good idea but it’s lacking flavor, personality, doesn’t stick out. Try to find something to make it visually more appealing because it feels plain right now.

* **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.

SENTENCE: Idea to solve a modern problem that’s not the first of its type with a new spin on productivity, but seems blander on the outside with a lack of meaningful substance.

## 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?

Everything seems sound in the foundation, but easy in execution, we could do it similar but with more whimsy

* **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.

Has good data how much screentime people have but doesn’t specify how much time is actually spent “wasting time” scrolling/playing games/etc., so you don’t know what the actual customer base would be

* **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?

2 out of 3

6.5, some people have a real problem but otherwise it’s just passing time when enjoying content at a normal amount

* **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)

We would want to know how this product would make us money, no paying features, the only thing said is that there would be a cheap development cost, but there’s no gain.

* **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?

The first graph is good, relevant. The photos of the mockup I would say are too large, break up the info too much and could be reduced. Images of the competition's app seem unnecessary because they already explain what it does.

## 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?

Long term progress tracker that saves previous data so they can show you how much you’ve done.

* **The Confusion Award:** Together, identify the most confusing part of how their product works. Collaborate on a clearer explanation.

Everything seems pretty simple to understand

* **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.

3/3 said they would download but never end up using.

We agree that it’s a good thing to solve but people generally know they have a problem and don’t feel the motivation to do anything about it. The motivation feature feels demeaning, like you’re being talked down to for “wasting time”/

No, we would not pay for this. With a barebones design and light build time it feels like you would either be riddled with ads or pay too much (anything at all) for a nothing burger.

* **The "Wait, This Exists!" Check:** Does this remind you of any existing product or service they didn't mention as a competitor?   
  There are so many that could be listed off that are also all generic bland designs that do something similar.

## 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.   
  They don’t address if they’re method would be effective at all, show no data about such a soft approach. We think that if you wanted to address a problem like this you would need a more forceful approach.
* **Devil's Devil's Advocate:**Review their counterarguments section as a group. Which concern did they handle weakly or completely miss?   
  We agree that their first counterargument that they’re trying to demotivate unhealthy media consumption isn’t really effective because they’re methodology is to tell you retrospectively what you’re doing wrong instead of a more active approach. People with problems know they have problems and just telling them to change next time rarely ever works.
* **The Achilles' Heel:** If this product crashes and burns, what will be the cause? Discuss and agree on the most likely failure point.

We think that the main problem with an app like this is a fluctuating user base. Say the app is effective there is limited time it would be useful before being deleted. It’s made to lose retention because once you’ve effectively reached your goal (or got tired of using it) you can delete the app meaning it won’t see mass or long time usage.

* **The Ethics Check:**Brainstorm potential ethical issues as a group (privacy, addiction, discrimination, manipulation, etc.).

We couldn’t find any ethical issues with the way the app is structured and seems harmless.

## 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.

We would land somewhere within the $100 range because there's been little talk about profits and the app makes it seem like there would be no ROI for us investing.

* **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 point we liked best about this app is the low cost of development. It can’t really be the lead of their statement because this app seems disinterested in any sort of monetization and we don’t believe this is cut out to make it in a more capitalistic society/market.

* **The Call to Action:** If their proposal convinced you, what would you actually DO next? Is this clear from their recommendations?

If we were to push forward with a project like this we would ask that they make it more clear how exactly we would be profiting from the app whether that's a base cost, ads, subscriptions. A clearer way to have an expected profit.

* **The Passion Check:** Does their conclusion show genuine excitement or does it feel flat? Discuss and rate as a group.

We think it would land somewhere around 6 or 7. It seems like they have a clear idea about what they want and can concisely say what they imagine it doing, but it’s definitely not someone's perfect dream app.

## 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.

We think the most shoddy source is their first one. In comparison to the rest it seems more outdated and we can’t find the direct source. It’s also a data point restated by the second source in the appendix so it’s mostly redundant.

* **The Visual Vote:** Look at all their images, charts, and mockups together. Which visual element helps or hurts their case?

I think that the combination of the images depicting their app and a competitor app hurts their argument the most because the images they put together look basic and devoid of creativity while the tree app looks more visually appealing and has more personality.

Their most convincing chart showing screentime per generation at least gives the general idea that there is a good amount of people who might find this app interesting.

* **What's Missing?** Discuss what additional evidence or visuals would strengthen their proposal.

Something that would help improve our opinions on their idea is science behind their methodology of fixing screentime usage telling us why their method would actually work.

## 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.

We still believe that if there’s one thing that would get this to be much better is an improved vision for the UI. The one thing about this is it just doesn’t stick out, there’s not memorability to the app and without a clear direction for design it’s very plain.

* **The Surprise Factor:** Share what surprised each of you, then agree on which surprise was biggest for the group overall.

We think the most surprising thing about the proposal was the idea itself. While in theory it’s all sound, the idea sounds very generic and done to death. We didn’t see the level of creativity or originality that would be needed to make something more simple stand out.