PITCH COMMENTS
by CYL

Wishlist

by

MBTD

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Trying to pick a gift
for your loved ones?

Concise statement of problem
(very appropriate for 2 minute presentation)

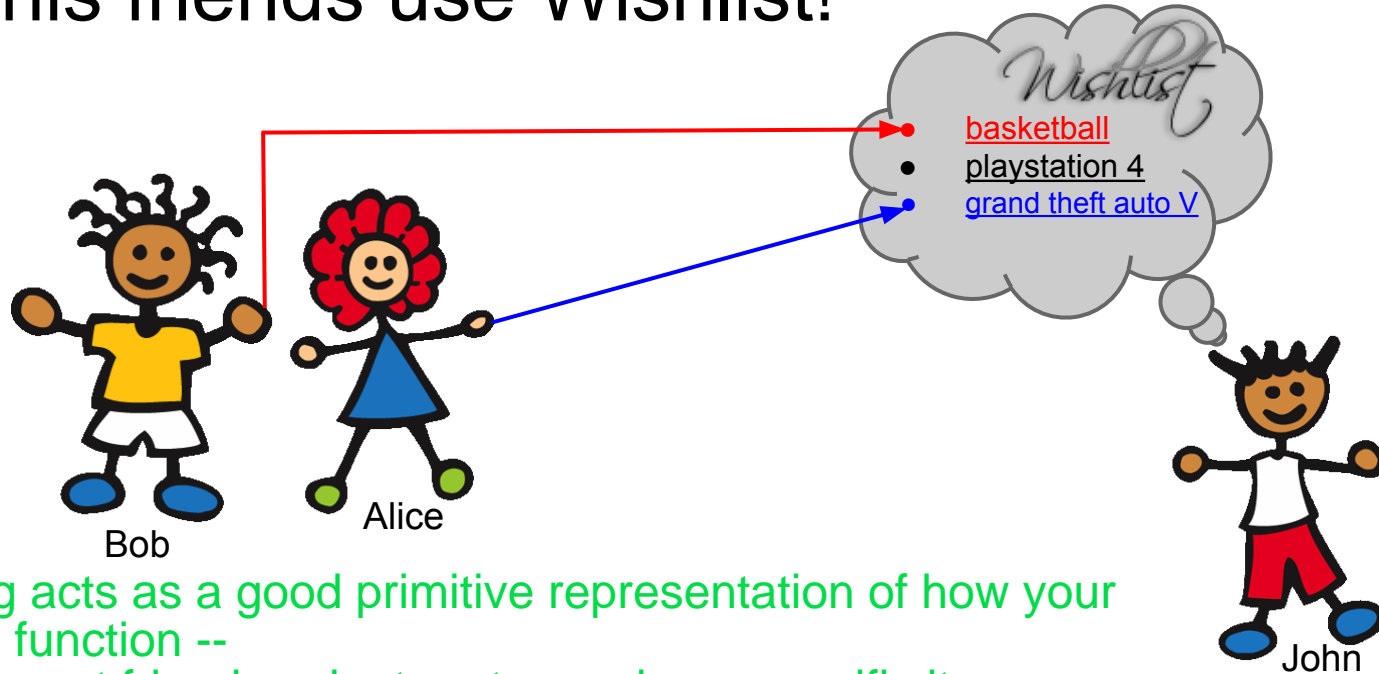Engaging and non-monotonous
speaking voice

Oops! You didn't
like your gift?

Simple, uncluttered slides causes listeners to focus more on presentation itself

We thought your story / "hook" was interesting and funny

It's John's birthday, but luckily he and his friends use Wishlist!

Wishlist
- basketball
- playstation 4
- grand theft auto V

Bob

Alice

John

Drawing acts as a good primitive representation of how your app will function --
that different friends volunteer to purchase specific items
on thewishlist to avoid repetition

Concepts

- ❖ **wishlist**: list of items you want as a gift
- ❖ **item**: something that is claimed to be given as a gift
- ❖ **friend**: other user who has access to your wishlist

Features

- ❖ make a wishlist
- ❖ add items to your wishlist
- ❖ import your Amazon wishlist or share wishlist on Facebook
- ❖ access other friends' wishlists
- ❖ claim items to buy for your friends

Challenges

- ❖ Failure on friend's part to buy claimed gift
- ❖ Item duplication in database
- ❖ Managing viewing permissions by friend group
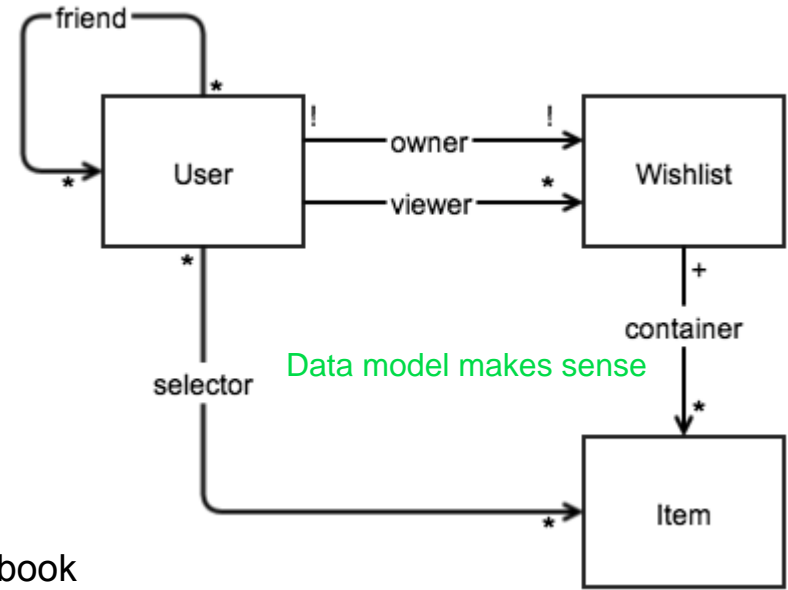
Data model makes sense

How will you address the privacy issue?
Who is allowed to see a friend's wishlist? And if the wishlist-creator manually selects who is allowed to view it, does that create a social pressure that the creator expects those people to buy him/her gifts? One possible solution is that anyone can view a wishlist if they answer a question about the creator (ie their birth date)

Risks

You described each risk in detail but did not really describe the solution, even if it was on the slide. You seemed a little rushed by the time you got to this slide, and that may have been why. However, the effect is that when primarily listening to the presentation, we have the impression that your app has complex risks and dangers but no correspondingly thorough solutions.

❖ Inadequate friend presence

Mitigation: Aggressive marketing among peers

What do you mean by aggressive marketing? What mediums? One option may be offering incentives for referral sign-ups.

❖ Inadequate identifying information about item

Mitigation: Encourage use of links to online stores

Encourage by...? How do you intend to encourage? (Perhaps by making the Creating-A-Wishlist form conveniently include input areas for links from Amazon)

❖ Removal of item from wishlist between claim and purchase

Mitigation: Notification framework for wishlist changes

Unclear what notfication for wishlist changes means. The way we interpreted your problem is that a friend might buy a gift for someone but afterwards that person no longer wants the gift, so the buyer wasted money and time. Not sure how notification framework is a mitigation.