

How to choose a product goal?

Answer these simple questions and find out!

1

What are you the most interested in ?

think about your hobbies and interests out of school, and focus your product goal on these, as this will make you resilient and motivated whilst completing the project, since you are creating something you like and are proud of.

2

Are there any problems or challenges surrounding your interests?

By identifying the problems, you can try and come up with a product that will help solve, or at least assist in solving this problem. This problem could be affecting your local, school or international community. For example, if you are passionate about the environment, consider addressing issues like pollution and climate change by bringing in small changes to your local community to encourage recycling.

3

Brainstorm ways that you will measure the success of the goal

this will be important as you need to create a success criterion in Criterion A Strand iii, and it needs to be multidimensional- meaning that it is judged on various aspects and categories. For more information, look at the guide titled "Things to think about while creating your success criterion".

4

Get feedback from your supervisor about your product goal

It is essential to speak to your supervisor when finalizing your product goal, as they will help you put things into perspective and give you useful feedback. The product goal is what your entire project is based on, which is why it is essential to gain feedback for it, not just from your supervisor, but also from friends, family, and teachers at school. The more feedback you get, the more you can improve your product goal, ensuring a successful base to develop your report on.

Product Goal examples

A podcast that will give teenagers basic information about tutoring, and steps for how to start

Create a cookbook with 10 different healthy vegan recipes