

Things to think about while creating your success criterion

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Who will test the product and judge it based on the success criterion?

When you grade your final product in criterion C, the grades you give need to be backed up by primary and secondary research. Primary research such as collecting surveys and interviewing people who have used your product will be helpful in justifying what grade you gave yourself.

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How will you judge the success for your product?

For every product, the success of it can be measured in many different ways. Here are some examples of how popular products are judged. Some examples are given below.



Podcast

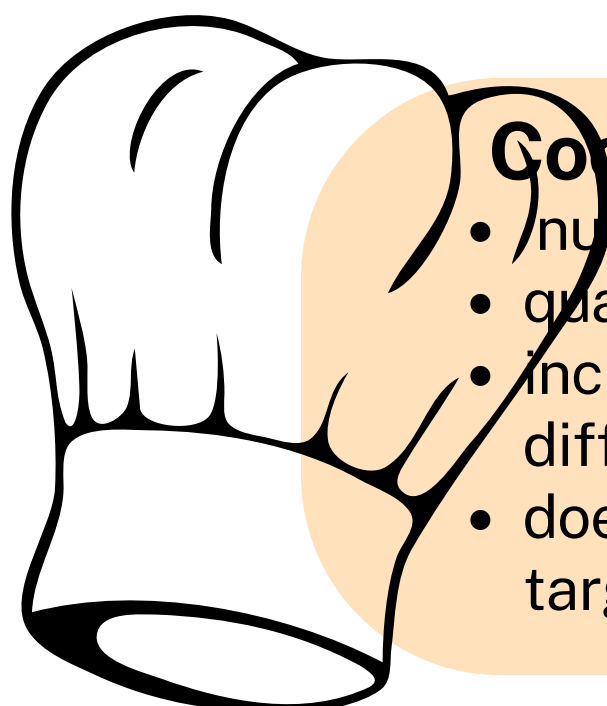
- sound quality
- amount of episodes
- availability on different audio apps
- how many guests are interviewed on the podcast.

YouTube video

- views
- engagement
- watch time
- video quality
- social media shares



How products can be judged



Cookbook

- number of recipes
- quality of visuals
- inclusiveness of food (is it suitable for vegans, vegetarians, and people of different diets?)
- does it provide recipes for your target audience (for example if the cookbook is targeted towards teenagers, it should include healthy snack recipes)