Ease of use	Delivery	Effectivness	Development	etc
How much does the user have to interact with the software for it to work?	Will it be a monthly subscription?	Does it actually protect your accounts?	How much will it cost to develop the software?	How will we advertise the app?
Iggy White	Iggy White	Iggy White	Iggy White	Iggy White
Does the software function behind the scenes or does the user have to enable it before the go on social media?	Will the app be compatible with all OS'?	How often can hackers bypass it?	How long will it take to develop the software?	Is there a similar product on the market?
Iggy White	Iggy White	Iggy White	Iggy White	Iggy White
Is the installation simple for the user?	Will it be an app?	Are there any weak points in the software?	Are the developers credible in cyber security?	Will this software actually make a difference?
Iggy White	Iggy White	Iggy White	Iggy White	Iggy White
Does the software work on all social media platform the user has?	What kind of devices can it work on?	Is the software robust?	Will the software have to be maintained?	Will there be be any privacy concerns from users?
Iggy White	Iggy White	Iggy White	Iggy White	Iggy White
Does the user have to enable to software for each app they want to have protected?	Will it be compatible with all social media?	Is it able to identify an attack before it's too late?	How many people will need to be monitoring the software after it is up and running?	What will make this product better than the competition?
	Iggy White	Iggy White	Iggy White	Iggy White