



Worksheet 3: Product Development

Product Name: _____

Purpose:

Theme:

Target Audience:

Learning Objective:

Behavioral Objective:

Emotional Objective:

Distribution:

Date Completed: _____

Copies Budgeted: _____

Product Evaluation

Quantitative:

External Qualitative:

Internal Qualitative:

Level of Success



Product Development Sample Sheet

Product Name: _____ Brochure, Workshop, News Paper Insert

Purpose: What you want the product to accomplish.

Examples: Reader will be able to name three problems facing the Grand River after reading this brochure.

Theme: A complete sentence that defines the topic of the communications product.

Example of a theme: "Buck Creek is a beautiful stream that belongs to all of us and deserves to be protected and restored." (The following is NOT a theme, but instead is a slogan: "Buck Creek; here today, gone tomorrow.")

Target Audience: The specific people you want to get the product to.

Examples: Teachers, business owners, riparian landowners, people who listen to "Bob and Tom in the Morning".

Learning Objective: A fact you want people to know when they are done interacting with the product.

Example: Readers will know that Buck Creek is a tributary of the Grand River. Readers will know who to call for more information. Readers will identify two ways they can get involved.

Behavioral Objective: What you want a person to do after interacting with the product.

Example: The reader will visit the web site and fill out the survey after reading the brochure. The reader will call and join a committee. The reader will attend a meeting.

Emotional Objective: How you want a person to feel after interacting with the product.

Example: After reading the flyer, a person will be concerned about the health of Buck Creek and want to help with the project.

Distribution:

Date Completed: _____

Copies Budgeted: _____

Product Evaluation

Quantitative: How many copies were sent out, how many evaluations sent out, how many responses received, how many hits on a web site?

External Qualitative: What were the comments on product, did audience understand content?

Internal Qualitative: How did this product work within the watershed management group?

Level of Success What is group considering a success for product?