

Project Management : Research Metrics

A **Competitive Analysis** allows you to compare how your ideas relate to others in the industry. To determine the necessary characteristics of your project, think about what is typically covered and what you can do to differentiate yourself.

Assets are the list of overall characteristics vs. *Competition*

ASSETS	COMPETITION			
	NY Times	PBS: Spark	PBS: Art21	PBS: Frontline
Project profile/ overview	X	X	X	X
Teaching philosophy				
Case study				
How-to curriculum	X	X	X	X
Video documentary	(X)	X	X	X
Video lecture				
Visual lecture materials		X	X	
Subject matter background	X	X	X	X

OBJECTIVE	STRATEGY	MEASUREMENT
what do you want to accomplish?	how are you going to accomplish it?	how do you know?

After determining the most important characteristics, figure out how you are going to accomplish each one. Begin to think about how you will measure each success.