

`$ cat trust-checklist.md`

Ten things a product video must show before a technical buyer trusts it

The ten items a buyer checks, usually without saying so. Score any product video, yours or a competitor's, out of ten. From any2.video/resources/what-a-product-video-must-show/.

WHAT THE TASK IS

- ☐ 1. A task with a finish line, stated in the first ten seconds
- ☐ 2. The real interface, not a mock, a redrawn screen or an interactive capture
- ☐ 3. The version on screen, in the title and in the description

WHAT IS ON SCREEN

- ☐ 4. The prerequisites: account type, permissions, dependencies, what cannot be undone
- ☐ 5. The starting state, shown before the task gets interesting
- ☐ 6. Every step at a followable pace, cursor visible, small controls zoomed

WHAT PROVES IT

- ☐ 7. A result the product itself produced: a file that exists, an alert that arrives, a service that answers
- ☐ 8. A failure and its fix, kept in
- ☐ 9. A timestamped log the captions and steps were written from
- ☐ 10. Written steps and a link into the real documentation beside the video