

# Competitor analysis Worksheets

App Title: \_\_\_\_\_ Per: \_\_ Team Name: \_\_\_\_\_

**Task 1 – Competitor profiles** Don't worry if you can't find all the information, the aim of this exercise is to find out more about potential competitors fast.

<b>A) Company name</b>	
Product name	
Product launch date	
Target customers profile	
No. of downloads (if mobile/ tablet app)	
No. of unique monthly visitors (if web app)	
No. of Twitter followers	
No. of Facebook likes	
What are people saying about it online <ul style="list-style-type: none"> <li>• Press &amp; reviews</li> <li>• Social &amp; online media</li> <li>• App store feedback</li> </ul>	

<b>B) Company name</b>	
Product name	
Product launch date	
Target customers profile	
No. of downloads (if mobile/ tablet app)	
No. of unique monthly visitors (if web app)	
No. of Twitter followers	
No. of Facebook likes	
What are people saying about it online <ul style="list-style-type: none"> <li>• Press &amp; reviews</li> <li>• Social &amp; online media</li> <li>• App store feedback</li> </ul>	

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<b>C) Company name</b>	
Product name	
Product launch date	
Target customers profile	
No. of downloads (if mobile/ tablet app)	
No. of unique monthly visitors (if web app)	
No. of Twitter followers	
No. of Facebook likes	
What are people saying about it online <ul style="list-style-type: none"> <li>• Press &amp; reviews</li> <li>• Social &amp; online media</li> <li>• App store feedback</li> </ul>	

<b>D) Company name</b>	
Product name	
Product launch date	
Target customers profile	
No. of downloads (if mobile/ tablet app)	
No. of unique monthly visitors (if web app)	
No. of Twitter followers	
No. of Facebook likes	
What are people saying about it online <ul style="list-style-type: none"> <li>• Press &amp; reviews</li> <li>• Social &amp; online media</li> <li>• App store feedback</li> </ul>	



## Task 2 – Traffic light

Match your competitor profiles against the traffic lighting system below:

- If red – **High risk**, perhaps a crowded market or with one or two main competitors who solve the problem really well.
- If amber – **Medium risk**, a few competitors who solve the problem well but there is scope for improvement based on customer feedback.
- If green – **Low risk**, no competitors or clear demand for a better solution.

Risk	The market	Next steps
<b>High</b>	<ul style="list-style-type: none"> <li>• Lots of competitors</li> <li>• Your target market is very happy with the solutions on offer</li> <li>• Established market with one or two products clearly dominating</li> </ul>	<ul style="list-style-type: none"> <li>• Drop idea and focus on another</li> <li>• Rethink how you could make your solution different (speak to your target users)</li> <li>• Carry on regardless and accept the risk</li> </ul>
<b>Medium</b>	<ul style="list-style-type: none"> <li>• A few successful competitors but no products are dominating the market</li> <li>• Plenty of scope to improve current solutions</li> </ul>	<ul style="list-style-type: none"> <li>• Speak to target users, find out what's wrong with current solutions and how you could improve them</li> </ul>
<b>Low</b>	<ul style="list-style-type: none"> <li>• No product is today solving the problem</li> <li>• Target users are very happy with the products on offer</li> </ul>	<ul style="list-style-type: none"> <li>• Speak to target users, find out how they are currently solving the problem.</li> </ul>

**Company A:** \_\_\_\_\_ **Risk:** \_\_\_\_\_

Comment, what should you do about them?

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**Company B:** \_\_\_\_\_ **Risk:** \_\_\_\_\_

Comment, what should you do about them?

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**Company C:** \_\_\_\_\_ **Risk:** \_\_\_\_\_  
Comment, what should you do about them?

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**Company D:** \_\_\_\_\_ **Risk:** \_\_\_\_\_  
Comment, what should you do about them?

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### Task 3 – Follow-up questions for User Interviews

While they are fresh in your head, note down any questions you haven't been able to answer during your research so far, so you can easily access them when preparing for your upcoming user interviews.

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