Comparative Analysis

Compare competing or similar solutions to understand the landscape, identify patterns, and find opportunities for differentiation.

H HOW TO RUN

1 Process (120 minutes):

2 Select Comparisons (15 min):
- Choose 5-8 comparable solutions
- Include direct competitors and adjacent spaces
- Select based on learning goals

3 Define Criteria (15 min):
- What aspects will you compare?
- Examples: features, UX, visual design, pricing, onboarding

4 Analyze Each (60 min):
- Use consistent criteria across all
- Take screenshots/notes
- Document strengths and weaknesses
- Note surprises

KEY TIP
Be systematic - use same criteria for all solutions.

O OBJECTIVES

› Understand competitive landscape
› Identify design patterns
› Find differentiation opportunities
› Learn from others' solutions

M MATERIALS

☐ Comparison matrix template
☐ Access to solutions being analyzed
☐ Screenshot tools
☐ Note-taking method

P PARTICIPANTS

3-6

F FACILITATOR NOTES

REMEMBER
- Go beyond features to UX and design.
- Look for patterns across multiple solutions (these become conventions).
- Look for gaps (these are opportunities).
- Include wildcard comparisons from other industries.