TP Guide to Competitive Analysis

# Description of Your Planned Project

Briefly describe the project you’re planning to work on (in this case, the game Breakout). What is the goal of the game? What are its main features?

# Evaluating Your Competition

Identify 3 similar projects that already exist. For each competitor project, write a few sentences that describe:

* What the project provides to the user
* What makes this project unique

# Identify Comparison Dimensions

Come up with a list of at least five attributes or features that you want to compare between the competitor projects. These dimensions should be user focused (i.e., something that the user can directly observe or experience).

For each dimension (**rank ordered from most to least important**), provide both the dimension name and why the dimension is important.

# Comparison Table

Fill out the table shown below with the features you identified in the section above.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **Dimension 1** | **Dimension 2** | **Dimension 3** | **Dimension 4** | **Dimension 5** |
| Competitor 1 |  |  |  |  |  |
| Competitor 2 |  |  |  |  |  |
| Competitor 3 |  |  |  |  |  |

# Summary

Using the results from your comparison, provide a summary of your findings. You should concentrate on

* Features that your project will need to be competitive
* Identified gaps that your project can take advantage of