Competitive Analysis Canvas

Discovery

Our Product: _____	Analysis Date: _____
Our Target User: _____	Analyst: _____

Feature Comparison Matrix

Feature / Criteria	Us	Competitor A	Competitor B	Competitor C	Notes
Core value proposition					
Pricing model					
Onboarding experience					
Key feature 1					
Key feature 2					
Performance / speed					
Mobile experience					
Customer support					

■ Strong ■■ Partial ■ Weak / Missing

Strategic Gaps Identified:

1. _____ 2. _____ 3. _____