

Business Strategy / Competitive Analysis

Compare product features, pricing, and capabilities across competitors to identify gaps and differentiation opportunities.

Difficulty: Advanced

Model: GPT-4 / Claude / Gemini

Use Case: Product Strategy, Feature Prioritization, Differentiation

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Why This Prompt Exists

Most product teams build features without knowing what competitors offer.

You get:

- building features competitors already have (no differentiation)
- missing features customers expect (table stakes)
- no understanding of competitive gaps
- wasted development on low-impact features
- surprised when competitors launch features you're building

But feature benchmarking is not copying.

It is understanding the landscape.

- Table stakes: features everyone has (must-have)
- Differentiators: features only you have (competitive advantage)
- Gaps: features competitors have that you don't (need to decide)
- Opportunities: features no one has (white space)

Without benchmarking, you build blindly.

This framework forces AI to compare feature sets across competitors.

The Prompt

Assume the role of a product strategist who benchmarks features against competitors.

Your task is to create a competitive feature benchmark.

Generate:

1. FEATURE CATEGORIES (5-7 categories)
 - Group features by function
 - Core, advanced, platform, integration, support
2. COMPETITOR FEATURE MATRIX
 - Your product vs. 3-5 competitors
 - Feature presence (Yes/No/Partial)
 - Quality rating (1-5) where applicable
3. TABLE STAKES IDENTIFICATION
 - Features every competitor has
 - Must-have for your product
4. DIFFERENTIATOR IDENTIFICATION
 - Features only you have
 - Features only one competitor has
5. GAP ANALYSIS
 - Features competitors have that you don't
 - Priority (High/Medium/Low) to build

6. OPPORTUNITY IDENTIFICATION

- Features no one has (white space)
- Potential differentiators

INPUTS:

Your Product:

[DESCRIBE]

Competitors (3-5):

[LIST]

Your Current Features:

[LIST]

Competitor Features (if known):

[LIST OR "UNKNOWN"]

Customer Feature Requests:

[LIST OR "UNKNOWN"]

Development Resources:

[LIMITED / MODERATE / SIGNIFICANT]

RULES:

- Feature matrix: compare apples to apples
- Table stakes: must-have to compete (build these first)
- Differentiators: competitive advantage (protect these)
- Gaps: decide to build, buy, or ignore

- Opportunities: white space for differentiation
- Prioritize by customer value and competitive pressure

How To Use It

- Table stakes features are not optional — build them.
- Differentiators are your competitive advantage — protect them.
- Gaps are decisions: build, buy, partner, or ignore.
- Opportunities are white space — act before competitors do.
- Update benchmark quarterly (competitors add features).

Example Input

Your Product: Project management software for creative agencies

Competitors: Asana, Monday.com, Trello, ClickUp

Your Current Features: Task management, file sharing, time tracking, client approval flows, visual project boards

Competitor Features: Asana has forms, reporting, workload; Monday.com has automations, dashboards, integrations; Trello has power-ups, butler automation; ClickUp has docs, goals, chat

Customer Feature Requests: Gantt charts, resource management, budget tracking

Development Resources: MODERATE (small dev team)

Why It Works

Most product development ignores competitors.

This framework improves outcomes by forcing:

- feature category grouping (organization)

- competitor matrix (comparison)
- table stakes identification (must-haves)
- differentiator identification (advantages)
- gap and opportunity analysis (prioritization)

Great product strategy doesn't build in a vacuum — it benchmarks against the market.

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