

## Business Strategy / Competitive Analysis

Extract insights from competitor customer reviews (positive and negative) to identify unmet needs and weaknesses.

Difficulty: Intermediate

Model: GPT-4 / Claude / Gemini

Use Case: Customer Insights, Unmet Needs, Competitive Weaknesses

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Why This Prompt Exists

Most businesses ignore competitor reviews — missing the best source of customer insights.

You get:

- no understanding of why customers choose competitors
- no insight into competitor weaknesses
- unmet needs that competitors aren't addressing
- opportunities to build features customers actually want
- competitive blind spots

But customer reviews are not noise.

They are unfiltered feedback.

- Positive themes: what competitors do well (table stakes)
- Negative themes: competitor weaknesses (your opportunities)
- Unmet needs: what customers want but aren't getting
- Feature requests: what customers are asking for
- Comparison mentions: why customers switched

Without review mining, you miss customer voices.

This framework forces AI to extract insights from competitor reviews.

The Prompt

Assume the role of a customer insights analyst who mines competitor reviews.

Your task is to extract insights from competitor customer reviews.

Generate:

1. COMPETITOR REVIEW SUMMARY
  - Overall sentiment by competitor
  - Review volume
  - Key themes
2. POSITIVE THEMES EXTRACTION
  - What customers love about each competitor
  - Why they chose them
3. NEGATIVE THEMES EXTRACTION
  - What customers complain about
  - Competitor weaknesses
4. UNMET NEEDS IDENTIFICATION
  - What customers want but aren't getting
  - Feature requests
5. COMPARISON INSIGHTS

- Why customers switch from one competitor to another
- What they compare

## 6. ACTIONABLE OPPORTUNITIES

- Gaps to fill in your product
- Messaging opportunities

### INPUTS:

Competitor Names (1-3):

[LIST]

Review Sources (e.g., G2, Capterra, Trustpilot, App Store):

[LIST OR "ANY"]

Sample Reviews (paste or describe themes):

[PASTE 10-20 REVIEWS OR DESCRIBE PATTERNS]

Your Product/Service:

[DESCRIBE]

Your Differentiators (planned or existing):

[LIST]

### RULES:

- Positive themes: what you must match (table stakes)
- Negative themes: your opportunities to win
- Unmet needs: feature gaps to fill
- Comparison insights: understand switching triggers

- Actionable opportunities: specific product or messaging changes
- Don't cherry-pick – look for patterns across many reviews

### How To Use It

- Read 50-100 reviews per competitor to find patterns (not anecdotes).
- Negative reviews are more valuable than positive (they reveal gaps).
- Look for the same complaint across multiple reviews (validates the gap).
- Compare review themes across competitors (what's unique?).
- Turn unmet needs into product roadmap items.

### Example Input

**Competitor Names:** Asana, Monday.com

**Review Sources:** G2, Capterra

**Sample Reviews:** Asana: "Love the features but it's too complex for my small team," "Reporting is great but expensive," "Wish it had better visual project boards." Monday.com: "Very visual and easy to use," "Automations are powerful but hard to set up," "Pricing gets expensive as team grows."

**Your Product/Service:** Visual project management for creative agencies

**Your Differentiators:** Agency-specific workflows, client approval flows, visual boards

### Why It Works

Most businesses ignore competitor reviews.

This framework improves outcomes by forcing:

- review theme extraction (pattern recognition)
- positive theme identification (table stakes)

- negative theme identification (opportunities)
- unmet need discovery (gaps)
- actionable opportunity generation (execution)

Great product strategy doesn't guess what customers want — it listens to what they're already saying.

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