

Business Strategy / Competitive Analysis

Plot competitors on a 2×2 grid based on two key customer decision factors (e.g., price vs. quality, ease vs. power).

Difficulty: Intermediate

Model: GPT-4 / Claude / Gemini

Use Case: Strategic Positioning, Market Analysis, Differentiation

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Why This Prompt Exists

Most businesses can't articulate how they're positioned differently from competitors.

You get:

- positioning that's the same as everyone else (no differentiation)
- no visual map of the competitive landscape
- competing in crowded spaces without realizing it
- missed white space opportunities
- customers who can't tell you apart

But a positioning map is not a theory.

It is a visual representation of how customers see the market.

- X-axis: one key customer decision factor
- Y-axis: another key customer decision factor
- Quadrants: strategic groups
- White space: where no competitor sits

Without a positioning map, you don't know where you stand.

This framework forces AI to create a visual positioning map.

The Prompt

Assume the role of a market strategist who creates positioning maps.

Your task is to create a 2x2 competitive positioning map.

Generate:

1. AXES IDENTIFICATION

- X-axis: [choose key decision factor]
- Y-axis: [choose key decision factor]
- Why these axes matter to customers

2. COMPETITOR POSITIONS (for 5-8 competitors)

- Each competitor's position on both axes
- Rationale for placement

3. YOUR POSITION

- Where you currently sit
- Rationale

4. QUADRANT ANALYSIS

- What each quadrant represents
- Competitors in each quadrant

5. WHITE SPACE IDENTIFICATION

- Areas with no competitors
- Opportunity assessment

6. POSITIONING RECOMMENDATION

- Should you stay, shift, or pivot?
- How to execute the move

INPUTS:

Your Product/Service:

[DESCRIBE]

Competitors (5-8):

[LIST]

Key Customer Decision Factors:

[E.G., "Price vs. Quality" / "Ease of Use vs. Features" / "Speed vs. Accuracy"]

Current Customer Perception (where they think you are):

[DESCRIBE OR "UNKNOWN"]

Desired Customer Perception (where you want to be):

[DESCRIBE OR "UNKNOWN"]

RULES:

- Axes must be what customers actually use to decide
- Competitor positions must be based on evidence (not opinion)
- White space must be validated (is there demand?)
- Positioning recommendation must be actionable
- Shifting position takes time (6-12 months)
- Test positioning with customers before committing

How To Use It

- Choose axes that customers actually care about (not internal metrics).
- Crowded quadrants mean intense competition.
- White space is opportunity (if customers want it).
- Test positioning changes with customers before full rollout.
- Update positioning map annually (competitors move).

Example Input

Your Product/Service: Project management software for creative agencies

Competitors: Asana, Monday.com, Trello, ClickUp, Teamwork, Basecamp, Wrike

Key Customer Decision Factors: Ease of Use vs. Feature Richness

Current Customer Perception: Moderate ease, moderate features (stuck in the middle)

Desired Customer Perception: High ease, moderate features (simpler than competitors)

Why It Works

Most businesses can't visualize their competitive position.

This framework improves outcomes by forcing:

- customer-relevant axes (what matters)
- competitor positioning (benchmarking)
- quadrant analysis (strategic grouping)
- white space identification (opportunity)
- positioning recommendation (action)

Great positioning maps don't just show where you are — they show where you could be.

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