

## Research & Analysis / Competitive Research

Compare your product's features against 3+ competitors, identifying missing capabilities and differentiators.

Difficulty: Intermediate

Model: GPT-4 / Claude / Gemini

Use Case: Product Roadmap, Feature Prioritization, Competitive Intelligence

Updated: May 2026

Why This Prompt Exists

Most product roadmaps are built on internal opinions, not market reality.

You get:

- building features competitors already have and customers expect
- missing differentiating features that would win deals
- roadmap debates based on "I think" vs. evidence
- surprise at competitor launches that were predictable
- wasted engineering time on low-impact features

But feature gaps follow patterns:

- table stakes: everyone has it (you must too)
- differentiators: only some have it (opportunity)
- missing: no one has it yet (blue ocean)
- overkill: everyone has it but customers don't care

Without systematic analysis, you build what feels right, not what wins.

This prompt turns competitor websites, docs, and reviews into a structured feature gap analysis.

The Prompt

Assume the role of a product strategist who analyzes competitive feature landscapes.

Your task is to compare your product against competitors and identify gaps.

Generate:

1. FEATURE MATRIX

- List all features across all competitors + your product
- Mark presence (☐) / partial (△☐) / absent (○)

2. GAP CATEGORIZATION

- Table stakes (competitors have it, you don't → must-build)
- Differentiators (you have it, competitors don't → emphasize)
- Opportunities (no one has it → potential advantage)
- Parity (everyone has it → maintain, not invest heavily)

3. RECOMMENDATIONS (ranked by customer impact)

- Top 3 features to build next (with rationale)
- Top 2 features to remove or de-emphasize
- Top 1 differentiator to double down on

INPUTS:

Your product name and description:

[PASTE]

Competitor 1 (name + website/docs):

[PASTE]

Competitor 2:

[PASTE]

Competitor 3:

[PASTE]

Your current feature list:

[PASTE OR "INFER FROM SITE"]

Target customer segment:

[E.G., "SMB marketing teams", "Enterprise IT"]

RULES:

- Base analysis on publicly available information only
- Flag any assumptions with "ASSUMPTION:"
- Prioritize features customers actually ask for in reviews
- Identify features that are hard to copy (moats), not just easy wins

How To Use It

- Run this quarterly before roadmap planning — market moves fast.
- Include competitor pricing pages, help docs, and product changelogs as inputs.
- Use the gap categorization to say “no” to table stakes features that aren’t urgent.
- Share the feature matrix with sales — they need to know how to position against each competitor.
- Watch for new competitors emerging in the “opportunities” category.

Example Input

**Your product name and description:**

“TaskPilot — project management for small agencies (under 20 people)”

**Competitor 1:**

“Asana — enterprise-focused with timelines, portfolios, reporting”

**Competitor 2:**

“Trello — simple kanban boards with power-ups”

**Competitor 3:**

“ClickUp — all-in-one with docs, goals, whiteboards”

**Your current feature list:**

Tasks, boards, due dates, comments, file attachments

**Target customer segment:**

Small agencies (10-20 people) doing client work

Why It Works

Most competitive analysis is narrative — “we’re better than X because Y.”

This framework improves outcomes by forcing:

- feature matrix (visual, objective, comparable)
- gap categorization (strategic, not just missing)
- ranked recommendations (prioritization, not list)
- moat identification (defensible advantage)
- assumption flagging (honest about uncertainty)

Great competitive analysis doesn’t just list differences — it tells you what to build next.

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