

# Competitor Analysis

Project..... Date.....

	Competitor 1	Competitor 2	Competitor 3	Competitor 4
Feature Comparison	Feature 1			
	Feature 2			
	Feature 3			
Element Comparison	Element 1			
	Element 2			
	Element 3			
Heuristic Evaluation	Heuristic 1			
	Heuristic 2			
	Heuristic 3			
Market Positioning	Business Model			
	Audience			
	Homepage Headline			