

In this document I have used three difference prompts, like

- My own prompt - Used in Claude
- Prompt Maker - Used ChatGPT prompt maker to optimised my prompt and executed the prompt in Gemini and ChatGPT.
- Added some additional changes in the persona's outlooks and JTBD to be added in ChatGPT.

### **Prompt:**

**Task** – You are a co-pilot to do Market research and I want you to generate a concise competitive analysis report for the market research tool called InsightFlow, it is a AI powered market research tool helps Product managers quickly analyze the market trends and competitive landscapes.

**Context** – Conduct a competitive analysis to identify the top three competitors and understand their feature, pricing and go-to –market strategy.

**Example** - Gap - analysis example : Most competitors lack customizable dashboards and flexible API access, creating opportunities for InsightFlow to differentiate through integrations and modular insights.

**Persona** – Acts as a product manager of competitor's company and Give me a persona for a competitor's product. It should have name, key features and target audience

**Format** – make a table comparing the InsightFlow with other two imaginary or real competitors. The table should have a columns for : Competitor Name, Key Features, Pricing model and unique selling proposition.

**Tone**- analytical, structured, business-professional.

### **Prompt for go-to market:**

Acts as a Product manager of InnovateCo, and write a short, 2 para go-to market summary for InsightFlow based on competitors gaps identified in the analysis.

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### **Prompt from Chat GPT's Prompt Maker:**

**The above prompt was made by me and thought of validating it with Chat GPT's Prompt Maker.**

Act like an expert market research analyst and competitive intelligence strategist with 10+ years of experience supporting product managers in evaluating AI-driven SaaS tools.

Your goal is to generate a concise yet insight-rich competitive analysis report for the market research tool “InsightFlow,” an AI-powered platform that helps product managers quickly analyze market trends and competitive landscapes.

### **Task:**

Produce a complete competitive analysis workflow following the steps below. Do not execute the analysis now; only present the improved structure I will later copy/paste into ChatGPT.

### **Context:**

InsightFlow is an AI-powered market research tool designed for product managers who need rapid insights into market trends, competitive movements, and opportunity spaces.

#### **Example** (for the Example column):

Persona Example –

“Emma Zhao, Senior Product Manager at MarketIntelPro. She leads AI feature development for an enterprise-focused research platform. Her product offers automated trend extraction, competitive dashboards, and forecasting models. Her target audience is enterprise product teams and strategy leaders.”

Gap - analysis example : Most competitors lack customizable dashboards and flexible API access, creating opportunities for InsightFlow to differentiate through integrations and modular insights.

**Persona** – Acts as a product manager of competitor’s company and Give me a persona for a competitor’s product. It should have name, key features and target audience

#### **Format:**

- Use clear section headers.
- Present the comparison section in a table, compare the InsightFlow with other two imaginary or real competitors.
- Keep personas, insights, and strategies concise but detailed.

#### **Tone:**

- Style: analytical, structured, business-professional.
- Scope: include only relevant competitors; avoid irrelevant markets or outdated data,
- Reasoning: think step-by-step and justify decisions logically.
- Self-check: verify clarity, relevance, and absence of hallucinated facts before finalizing output.

#### **Gemini :**

## InsightFlow Competitive Analysis Report

### **Focus: AI-Driven SaaS for Product Managers (PMs)**

*Prepared by: Expert Market Research Analyst*

#### **1. Executive Summary & Strategic Objectives**

Component	Summary
<b>Market Position</b>	InsightFlow should target the <b>PM Workflow Integration</b> segment, providing superior <i>speed</i> and <i>actionability</i> compared to Enterprise reporting (TrendSense AI) and noisy real-time monitoring (SignalFlow).
<b>Primary Goal</b>	Exploit the <b>Action-Gap</b> in competitor solutions: translating insights directly into product development tasks (e.g., Jira tickets, PRD updates) without manual data interpretation.
<b>Strategic Advantage</b>	<b>Focus on PM Pain Points:</b> Automate the last mile of research—connecting the "what" (trend) to the "why" (customer need) and the "how" (product action).

## 2. Competitor Identification & Profiling (InsightFlow vs. Market)

Competitor Profile	Competitor Name (Example)	Key Persona (For Competitor's Product)
<b>Market Leader</b> (Enterprise-Grade Data)	<b>TrendSense AI</b>	<p><b>Persona:</b> "Dr. Alex Chen, Chief Strategy Officer at Global Insights Corp."</p> <p><b>Key Features:</b> Comprehensive, enterprise-grade data feeds (financials, analyst reports), automated long-term forecasting models, dedicated analyst support.</p> <p><b>Pain Points:</b> High cost, slow onboarding (3+ months), fixed, PDF/PPT reporting formats, limited integration with modern DevOps tools.</p> <p><b>Target Audience:</b> Fortune 500 Strategy &amp; Executive Teams.</p>
<b>Niche Specialist</b> (Real-Time Speed & Volume)	<b>SignalFlow</b>	<p><b>Persona:</b> "Mia Rodriguez, Growth Product Manager at a fast-scaling B2C Tech Company."</p> <p><b>Key Features:</b> Real-time social media sentiment analysis, viral trend detection, lightweight API for direct data piping.</p> <p><b>Pain Points:</b> Lack of historical data context, difficulty verifying data source credibility ("too much noise"), non-intuitive search/navigation, high volume data inaccuracy (duplication).</p> <p><b>Target Audience:</b> Mid-market Product &amp; Marketing Teams focused on rapid GTM.</p>

### 3. Comparative Feature Analysis: The Battlefield

Feature Category	InsightFlow (Target)	Competitor 1: TrendSense AI (Market Leader)	Competitor 2: SignalFlow (Niche Specialist)
Core AI Analysis	Rapid Market Trend-to-Action Analysis	Automated Predictive Modeling & Forecasting	Real-Time Sentiment Scoring & Media Monitoring
Data Sources	Web, News, <b>Proprietary PM Community Data, Review Sites</b>	Enterprise Datasets, Financial Filings, Broker Research	Social Media, Blogs, Forums (Unstructured & High Volume)
Output/Interface	<b>Customizable PM Dashboard &amp; Alerts</b>	Fixed Executive Reports (PDF/PPT) & Static Dashboards	Lightweight API & Simple UI (Focus on data consumption)
Integration	Slack, Jira, <b>Airtable, Power BI</b>	Limited, focused on legacy BI/CRM systems	Full REST API, Zapier Integration (Developer-Friendly)
Pricing Model	Tiered (Startup, Growth, Enterprise)	High-Cost Annual Enterprise License (Per Seat)	Usage-Based (Per API Call/Volume)
Key Differentiator	<b>Insight-to-Action Workflow</b> (e.g., direct Jira ticket creation from an insight summary)	<b>Data Depth &amp; Accuracy</b> (Massive, vetted data lake)	<b>Speed &amp; Ease of Data Integration</b> (Developer-friendly)

## 4.💡 Strategic Synthesis & Insight Generation

### 4.1. SWOT Analysis (InsightFlow Focus)

Category	Finding
<b>Opportunity (O)</b>	<p><b>O1. Workflow Integration:</b> Competitors fail to close the loop between 'insight' and 'action' (TrendSense is static, SignalFlow is raw data). InsightFlow can own the PM workflow via deep Jira/Asana/Notion integration.</p>
<b>Weakness (W)</b>	<p><b>W1. Data Depth:</b> Lacks the enterprise-grade financial/proprietary reports of TrendSense AI, making it harder to convince Strategy/C-suite buyers.</p>
<b>Threat (T)</b>	<p><b>T1. Generative AI Tools:</b> Generic LLMs (like Perplexity or highly customized internal ChatGPT instances) could offer sufficient "quick-look" competitive analysis, diluting the value of simple summaries.</p>

## 4.2. Feature Gap Analysis (Actionable Product Recommendations)

1. **Gap: Granular Competitive Monitoring (Exploiting TrendSense AI's Lag)**
  - **Recommendation:** Offer **daily-refreshed, granular geo-specific competitive monitoring** (e.g., 'Competitor X's pricing in Germany changed'). TrendSense AI's high-level quarterly reports miss this tactical data PMs need.
2. **Gap: Data Vetting & Noise Reduction (Exploiting SignalFlow's Inaccuracy)**
  - **Recommendation:** Implement an **AI Trust Score** for social/unstructured data sources. Filter SignalFlow's "noise" by highlighting insights validated by multiple, vetted sources (e.g., cross-referencing a trend mention with a high-traffic news outlet).
3. **Gap: Insight Builder for Non-Devs**
  - **Recommendation:** Offer an accessible '**Low-Code/No-Code Insight Builder**' where PMs can define custom tracking rules and API endpoints without relying on an engineering team, directly countering SignalFlow's developer-heavy focus.

## 4.3. Messaging Strategy

Component	Proposal
<b>High-Impact Value Proposition</b>	<p><b>"Stop Reading Reports. Start Building Products. InsightFlow translates market movements into actionable tasks, instantly."</b></p>
<b>Risk Counter-Strategy (T1)</b>	<p><b>Counter:</b> Emphasize <b>Purpose-Built AI</b> for PMs. Position InsightFlow as the platform that doesn't just <i>summarize</i> data (like a generic LLM) but <i>structures, validates, and routes</i> it into product roadmapping tools.</p>

*Prompt: Acts as a Product manager of InnovateCo, and write a short, 2 para go-to market summary for InsightFlow based on competitors gaps identified in the analysis.*

## 🚀 InsightFlow Go-to-Market Summary

*(Act as Product Manager, InnovateCo)*

### Go-to-Market Positioning and Value Proposition

The primary GTM strategy for **InsightFlow** will focus on exploiting the massive **Action-Gap** left by both major competitors. Current tools force Product Managers (PMs) to manually translate data reports (TrendSense AI) or raw data feeds (SignalFlow) into tangible product actions. Our core messaging will be: "**Stop Reading Reports. Start Building Products.**" We will target **Growth & Mid-Market PMs** who are agile, value speed, and are frustrated by research that doesn't immediately integrate into their development workflow. Our initial marketing push will highlight our **Workflow Integration** (e.g., direct Jira ticket generation from a validated insight summary) and our **AI Trust Score** feature, which directly counters SignalFlow's issue of "noisy" or unreliable social data, offering rapid insight *with confidence*.

### Initial Customer Acquisition and Feature Focus

Our initial acquisition efforts will center on a **Freemium/Low-Cost Trial** strategy, emphasizing the "**Low-Code/No-Code Insight Builder**" to attract PMs without dedicated data science resources—a key weakness of SignalFlow. This builder will allow PMs to easily set up custom competitive alerts that TrendSense AI cannot offer due to its rigid reporting cycles. We will use case studies to demonstrate how InsightFlow drastically cuts the time from "**Market Change Detected**" to "**Feature Ticket Created**," positioning us not just as a research tool, but as a **Productivity Layer** for competitive intelligence. This focus ensures we capture the agile PM market first, building market presence before challenging TrendSense AI's high-cost enterprise segment with deeper integrations later.

