

Competitive Analysis

ME 360

Product Design

Prof. Greg Blonder

Room 202F (above CVS next to Pavement)

<https://bostonu.zoom.us/my/geb.bu> for office hours F 9:30-11:00

Zoom meetings listed on Blackboard Tools>zoom

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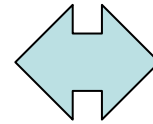
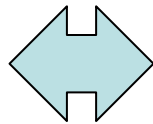
As a reminder, this session will be audio/video recorded for educational use by you and other students in this course. You may not share it with anyone who is not a student in the course.

Competitive analysis (engineering and market)

Nov 11th

- Identify two solutions in the market
 - Best if they “bracket” your concept.
 - For example. Lyft is bracketed by taxis and personal vehicles, or by the T and Citibikes, ...
 - Unless there is an exact commercial analog- then discuss direct analog and other competition.
 - Important skill- often your product is threatened by adjacencies
- Discuss how they work from an engineering perspective- be quantitative
- Identify strengths and weaknesses of their approaches
- 4-6 pages
- Image and sketches
- 20 pts

Trash compactor



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<https://loopstore.com>