

Try again once you are ready  
Grade received 75%  
To pass 80% or higher  
Try again

1. A competitive audit would be useful in which of the following scenarios?

1 / 1 point

- ☒ Team Y is in the process of developing a real estate app. The app allows users to identify available properties on the housing market. There's a long list of other real estate apps available on mobile and computer platforms.
- ☐ Team Z is trying to create a product that automatically dispenses facial tissue when a user sneezes. There may be one or two similar products trying to launch on the market.
- ☐ Team X is in the process of developing an original mobile and computer app. The app helps people who are nonverbal or cannot speak and find willing speakers to help them navigate a situation that requires verbal interaction. There are no other apps like it.

☒ Correct  
A competitive audit is an overview of a competitor's strengths and weaknesses. Since there are many other real estate apps available, Team Y should determine how to improve the product to make it distinctive.

2. What are characteristics of a direct competitor? Select all that apply.

0.5 / 1 point

☒ Focuses on different audiences with similar products

☐ This should not be selected  
This is a characteristic of an indirect competitor. Direct competitors have similar users and end users, and offer similar products, services, or features. For example, if you're offering a cloud-based storage system, companies that offer a similar product are considered direct competitors.

☒ Offers similar services, products, or features

☒ Correct  
Direct competitors have similar users and end users, and offer similar products, services, or features. For example, if you're offering a cloud-based storage system, companies that offer a similar product are considered direct competitors.

☒ Has users and end users that are similar

☒ Correct  
Direct competitors have similar users and end users, and offer similar products, services, or features. For example, if you're offering a cloud-based storage system, companies that offer a similar product are considered direct competitors.

☒ Extends different products to the same users and end users

☐ This should not be selected  
This is a characteristic of an indirect competitor. Direct competitors have similar users and end users, and offer similar products, services, or features. For example, if you're offering a cloud-based storage system, companies that offer a similar product are considered direct competitors.