

Create a competitive audit

You just created your own competitive audit for the CoffeHouse app! Depending on the goal of the project, it might have taken some digging to figure out who your competitors are. In the discussion forum, consider the following prompts:

What are some insights you gained from conducting a competitive audit?

How might these insights help give your product a competitive edge?

Identify 2-3 ways you think competitive audits could help you improve your product.