

# What's a feature table?



LECTURE  
SUMMARY

## Covered in this lecture:

What a feature table is and  
what it's useful for

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*Taught by:*



- The feature table is a comparison chart we use to compare our product to our competitor's product on a list of dimensions
- You need to know how competitive you are before you launch your product
- You don't necessarily need to make a feature table, but it's the best way to compare yourself to others

*See you next lecture!*