

# Putting together a feature table



LECTURE  
SUMMARY

## Covered in this lecture:

How a feature table looks and what you should write in it

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*Taught by:*



- ▶ Draw a table with multiple columns and rows
- On the X axis, put the direct competitors
- On the Y axis, put the features and factors you want to compare

Why should people choose your product?

- Think about what is important to your customer group
- Do some research

- Examples of features and factors:
  - price
  - reliability
  - it has to have feature x
  - ability to do y

- ▶ Make sure that your solution is obviously better than the others you're comparing yourself with

*See you next lecture!*