Analyze specific features

Covered in this lecture:

Using a feature table for
comparing specific features

- ► After you build your product, you can compare it to what other competitors are doing

- ● Example: Comparing the discussion board across a number of platforms for online courses

- ● This type of feature table can be used when you propose a new feature

- ● See what others are doing wrong or right
  How does your product differentiate?