

# Competitor analysis

Use this template to analyse and breakdown key attributes of your competitors, including values, visual aspects and features. Use one template per competitor.

Competitor name:

Add an image here of the splash or key screenshots

**Color palette:**  
What are the main colors used by your competitor?

**Key words**  
What are the most commonly used or emphasised words in their website, adverts and social media etc?

**Value proposition**  
What is the solution the competitor is proposing that delivers value to the customer?

**Target users**  
Who is the service/product targeted towards?

**Key features**  
What are the key benefits, features and interactions with the service/product?

**Strengths**

**Weaknesses**