## Market Landscape

This tool is used to have an overview of the market landscape by comparing the positioning of your potential competitors. This helps you to identify gaps in your market segment that aren't currently filled so you can differentiate your service from the others.

Try different combinations of influential attributes as the axis variables, in order to compare your competitors. These attributes should be characteristics of features which consumers depend on to make decisions.

HIGH EXTREME OF:

(WRITE ATTRIBUTE)

LOW EXTREME OF:

(WRITE ATTRIBUTE)

LOW EXTREME OF: (WRITE ATTRIBUTE)

## HIGH EXTREME OF: (WRITE ATTRIBUTE)