

Competitive Analysis Interview Template

- **Date:** [Insert Date]
- **Interviewer:** [Insert Name]
- **Interviewee:** [Insert Name]
- **Competitor Product:** [Insert Competitor Product Name]

Introduction Section:

- Welcome and Introductions
- Brief overview of the competitive landscape
- Explanation of the interview's focus on comparing products

Main Questions:

- How does [Competitor Product] compare to [Your Product] in terms of features and usability?
- What do you like most about [Competitor Product]?
- What challenges have you faced while using [Competitor Product]?
- In what areas do you think [Your Product] outperforms [Competitor Product]?
- What features or aspects of [Competitor Product] do you wish [Your Product] had?

Follow-Up Questions:

- Can you provide an example of a time when [Your Product] met your needs better than [Competitor Product]?
- What improvements could [Your Product] make to better compete with [Competitor Product]?

Closing Remarks:

- Summary of the comparative insights gathered
- Thank the interviewee for their valuable input
- Discuss any potential next steps or follow-up