

## WORKSHEET 5

# Competition & Uniqueness

Understand the full competitive landscape - direct competitors, adjacent apps, analog solutions, and mood/habit trackers that share your UX patterns.

## What Customers Say About Your App

Imagine it's a year after launch. What are satisfied users telling other people?

### THINGS CUSTOMERS WOULD SAY TO FRIENDS

Write these as actual quotes, not marketing copy. How would a real person describe your app?

- 1.
- 2.
- 3.
- 4.
- 5.

THE EMOTIONAL BENEFIT THEY DESCRIBE	THE FUNCTIONAL BENEFIT THEY DESCRIBE

## Competition

Map competitors by category. Direct competitors are obvious, but adjacent apps and analog solutions reveal the real competitive landscape.

### Direct Competitors

Apps that try to solve the same core problem for the same audience.

App Name	Strengths	Weaknesses	Price	Platform

### Adjacent Apps

Apps in related domains that share UX patterns or audience. Coffee journals, cooking apps, brewing tools, etc.

App Name	Strengths	Weaknesses	Price	Platform
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## Analog & Non-App Solutions

Physical journals, spreadsheets, notebooks, forum posts. Often your most common competitor is 'nothing.'

Solution	What It Does Well	Where It Breaks Down

## UX Pattern Competitors

Apps with similar logging/tracking UX even if different domain. Mood trackers, habit apps, fitness journals. Borrow what works.

App Name	UX Pattern Worth Noting	What They Get Right

### WHAT DO MOST COMPETITORS GET WRONG?


### WHAT GAP IN THE MARKET ARE YOU FILLING?


## Mining Competitor Reviews

Read real App Store and forum reviews of competitor apps. Exact customer language is gold for your positioning and copy.

COMMON PRAISE (WHAT PEOPLE LOVE)	COMMON COMPLAINTS (WHAT FRUSTRATES THEM)


### UNMET NEEDS REVEALED BY REVIEWS

*What are people asking for that doesn't exist?*


### EXACT WORDS AND PHRASES CUSTOMERS USE

*Copy these verbatim. They become your App Store description, onboarding copy, and marketing.*


## Moat

What makes your app defensible over time? Most features are copyable. What compounds?

### RATE YOUR MOAT SOURCES (1-5 STRENGTH)

- ☐ Accumulated personal data
- ☐ Network effects
- ☐ Trust & privacy
- ☐ Community & social proof
- ☐ Technical complexity
- ☐ Speed to market
- ☐ Brand & reputation
- ☐ Switching costs


### MY PRIMARY MOAT

*Which source is strongest? Why does it compound over time rather than erode?*


### HOW WILL YOU ACTIVELY STRENGTHEN THIS MOAT?

*What specific decisions in your product reinforce the moat? What feature choices make it harder to leave?*


**WHAT MOAT SHOULD YOU NOT CHASE?**

*Feature completeness? Every possible option? What's the treadmill to avoid?*
