2810 Is The Design Still Differentiated

Product Fieldbook · https://kb.jeffreysummers.com/docs/2810-is-the-design-still-differentiated-2/

The Demand

This week, name the one element of your product that your nearest competitor cannot reproduce in the next six months. If you cannot name it, your differentiation may already be parity. The [Competitive Value Read] applied to Product is a continuous audit, not a one-time achievement — the design that felt distinctive at opening becomes familiar the moment the category catches up. Visit one competitor this week and read what the Guest experiences there before choosing you over them.

The Work

The element of your product you currently believe is differentiated:

Can your nearest competitor reproduce it within six months — yes or no:

When did you last visit or study that competitor directly:

Rate how confident you are that quality alone, without monitoring the category, is still producing differentiation, 1-5:

Name one thing the category has caught up to since you opened or last checked:

The investment you will make this week in the one element that is hardest for competitors to copy: