

COMPETITIVE ANALYSIS

Original Design Iceberg companion. Define the situation and keep evidence separate from assumptions. Add a sheet when the scope needs more space.

01 / DECISION & BOUNDARY

Which choice, audience, market and comparison date?

02 / RELEVANT ALTERNATIVES

Direct products, indirect services, existing workarounds and doing nothing.

03 / COMMON SCENARIO

Activity, device, access conditions and relevant exception.

04 / COMPARISON CRITERIA

Which consequences matter and why?

05 / OBSERVATIONS & SOURCES

Observed behaviour versus dated claims; keep unknowns explicit.

06 / IMPLICATIONS

Tradeoffs, possible gaps and research questions.

REVIEW & DECISION

Original Design Iceberg companion. Interpret the work, record its limits and agree a next action with an owner and a review point.

01 / APPARENT GAP

Which difference looks like an opportunity?

02 / ALTERNATIVE EXPLANATIONS

Neglect, restraint, constraints or a different audience?

03 / CURRENT VALUE

What useful function does the existing arrangement preserve?

04 / SWITCHING WORK

Accounts, migration, coordination and risk introduced by change.

05 / EVIDENCE TO SEEK

What would distinguish the competing explanations?

06 / NEXT INVESTIGATION

Question, owner and decision that the evidence should inform.