**Competitor Analysis Worksheet**

**Team Name:** ­­­­­­­­­­­­­­­­­­­­­­­­­\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Overview:** Each team member should research existing technology related to the project’s goal. List and describe several of these products or approaches (with proper citations and photos). Compare the existing technology to your own ideas, explaining the pros and cons of each. Be sure to state the ways in which your product will be superior to its competitors (cost, additional features, etc.)

**Instructions:**

1. **Research existing technology (“prior art”).** These can be competing products, research prototypes, or simply different approaches to complete a system or subsystem’s task.
2. **List and describe these products/approaches.** List and describe several of these products or approaches (with proper citations and photos). Focus on the different subsystems or methods of task completion. You may format this in a table, bullet list, paragraph, or however makes sense. Mention the pros and cons of each. Proper citation format:  
   [1] Author. *Title.* Date. url
3. **Explain your team’s idea (functions and implementation).** This will be similar to the idea you ended with after the brainstorming design decision matrix, but you may have even better ideas after researching existing technology. Compare your idea to existing technology and state the ways in which your product will be superior to its competitors (cost, additional features, etc.)

**Worksheet:**

Competing Product 1:

[1] Author. *Title.* Date. url

Show photo and describe the system/subsystem of interest, with pros and cons as explained in the instructions.

Competing Product 2:

[2] Author. *Title.* Date. url

Show photo and describe the system/subsystem of interest, with pros and cons as explained in the instructions.

Competing Product 3:

[3] Author. *Title.* Date. url

Show photo and describe the system/subsystem of interest, with pros and cons as explained in the instructions.

Competing Product 4:

[4] Author. *Title.* Date. url

Show photo and describe the system/subsystem of interest, with pros and cons as explained in the instructions.

Team Idea:

Show a sketch of your idea and explain in more detail than in the brainstorming activity. Compare your idea to existing technology and state the ways in which your product will be superior to its competitors.