

Competition & market gap

Include DIY & “do nothing”
Rate each complaint 1–5
Gap = repeated high severity

List the real alternatives your ICP considers, including doing nothing. For each, capture what users like and dislike in their own words, and rate each complaint's severity 1–5. A high-severity complaint that repeats across rows is a market gap.

ALTERNATIVE	WHAT USERS LIKE their words	WHAT USERS DISLIKE their words	SEVERITY 1 to 5
Competitor / alternative 1			
Competitor / alternative 2			
Competitor / alternative 3			
DIY / spreadsheet / manual			
Agency / contractor			
Doing nothing			

Severity = how much it **costs the user** when it happens, not how often it is mentioned. Prioritise the 2–3 gaps that best fit your ICP.