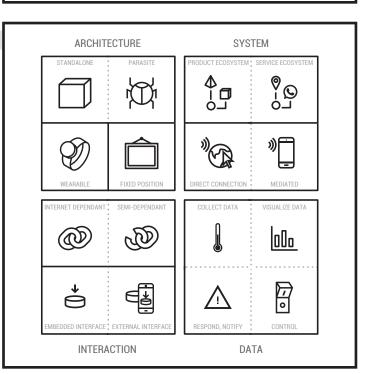
FEATURES MAP			TOOLK
CASE STUDY:	by	B2C B2B On sale Concept	MAPP NG THE OT

Analize and compare your most relevant case studies and your own concepts.

DESCRIPTION		Price	SKETCH/ PICTURE	• • • • • • • • • • • • • • • • • • •
The product is				- - - - - - - - - - - - - - - - - - -
				0 0 0 0 0 0
Used by				6 6 6 6 6
Where?				8 6 6 7 8 8 8
				6 0 0 0 0 0
Main functions and technologies are				- - - - - - - - - - - - - - - - - - -
			· · · · · · · · · · · · · · · · · · ·	* * * * * * * * * * * * *
STRENGHTS /POSITIVE FEATURES	\oplus	WEAKNESSESS /	NEGATIVE FEATURES	Θ
STRENGHTS /POSITIVE FEATURES	Ð	WEAKNESSESS /	NEGATIVE FEATURES	Θ
+ +	Ð	WEAKNESSESS / - -	NEGATIVE FEATURES	Θ
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+ + + +	Ŧ	WEAKNESSESS / - - - -	NEGATIVE FEATURES	Θ

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Answer to the questions on the Analysis Cards and highlight the correct features on the map. It will visualize four different aspects of the product. Fill a feature map for each case study that you want to compare. Feel free to add other qualities.



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