

Competitor Research Survey Template

All questions are optional. Follow each question's directions.
Write your answers to the open questions in the space provided.

Keep these exact options when adapting the questionnaire; replace placeholders with real context.

1. When you need to [specific job], what do you use now?

2. Which of these alternatives have you considered?

- ☐ [Named alternative A]
- ☐ [Named alternative B]
- ☐ Manual approach
- ☐ Do nothing
- ☐ Other

3. What matters most when choosing among them?

- ☐ Cost
- ☐ Ease of use
- ☐ Reliability
- ☐ Support
- ☐ Features
- ☐ Existing habit
- ☐ Other

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4. How satisfied are you with your current approach?

- ☐ Very
- ☐ Somewhat
- ☐ Neither
- ☐ Somewhat dissatisfied
- ☐ Very dissatisfied

5. What is the biggest gap in your current option?

6. What would make switching difficult?

- ☐ Cost
- ☐ Time to learn
- ☐ Data migration
- ☐ Contract
- ☐ Trust
- ☐ No difficulty
- ☐ Other

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7. Which alternative would you investigate next, and why?
