



Difference Discovery Matrix

List the distinguishing attributes and features.

Product Attributes and Features List (on a scale of 1-low to 5-excellent)			
Attribute/Feature	Company Opinion	Customer Opinion	Rate Competition
Price			
Value vs Price			
Quality			
Availability			
Selection			
Functionality			
Customer Service			
Image			
Convenience			
Reliability			
Customer Awareness			
Credibility and Trust			
Emotional Connection			
Other			
Benefits of product			