Release Notes

June 2023

Contents

Executive Summary

The June release of CompeteIQ is out!

In June, CompeteIQ is pleased to announce the platform's latest updates and enhancements to improve system productivity, performance, and user experience. In this release, we have focused on addressing critical issues and introducing new features, most of which are in the Differentiation Analyzer. A few significant updates in this release are:

1. **Increasing Artificial Intelligence & Auto-Content Generation.**

   With this latest update, users now have the freedom to decide whether they want to generate recommended criteria when adding industry to our system. This addresses the problem with being a competitive analyst: Too much data and the vast amount of specific/detailed data. Now, the CompeteIQ system will do it for you. When adding an industry from any part of the system, users will notice a new checkbox in the "Add Industry" pop-up giving them the ultimate say in generating industry criteria.

2. **Increasing Dynamic Analysis capabilities and user experience.**

   Analysis is about more than content; it's contextual and data driven. We are excited to announce the latest updates to CompeteIQ's Differentiation Analyzer UI to enhance user experience and streamline the product analysis and comparison process. The key updates include sorting groups directly from the end-user web-interface, new layouts, and expanding our platform's technical comparison capabilities to compare up to 6 products simultaneously. This is an increase from the previous limit of 4.

   With these enhancements, users will analyze and compare products more effectively, making informed decisions to stay ahead in the competitive landscape.

3. **New Feature to help you get your work done: Search, Filter, and Export News**

   Another major update in this release is the ability to export news articles directly from the News Module. One of CompeteIQ's key differentiators is that we output data to Microsoft PowerPoint, Excel, and PDF formats so you can use the data in your day-to-day work. Users can now find a download icon in the News Module's Filters section to access this feature. With just a click on the download icon, a downloadable xls (Excel) file will be generated, containing all the news articles that meet the specified filters applied by the user.

CompeteIQ is always open to your feedback. Please email ed@competeiq.io with any questions.
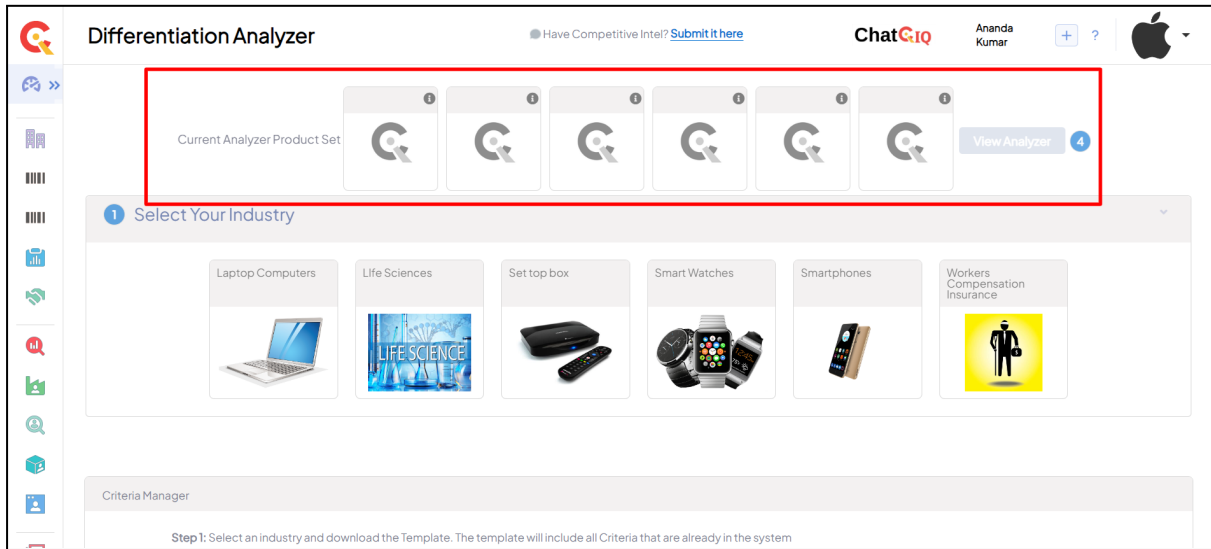
Cordially,
Ed Allison, Founder, CompeteIQ

New and Enhanced Differentiation Analyzer UI

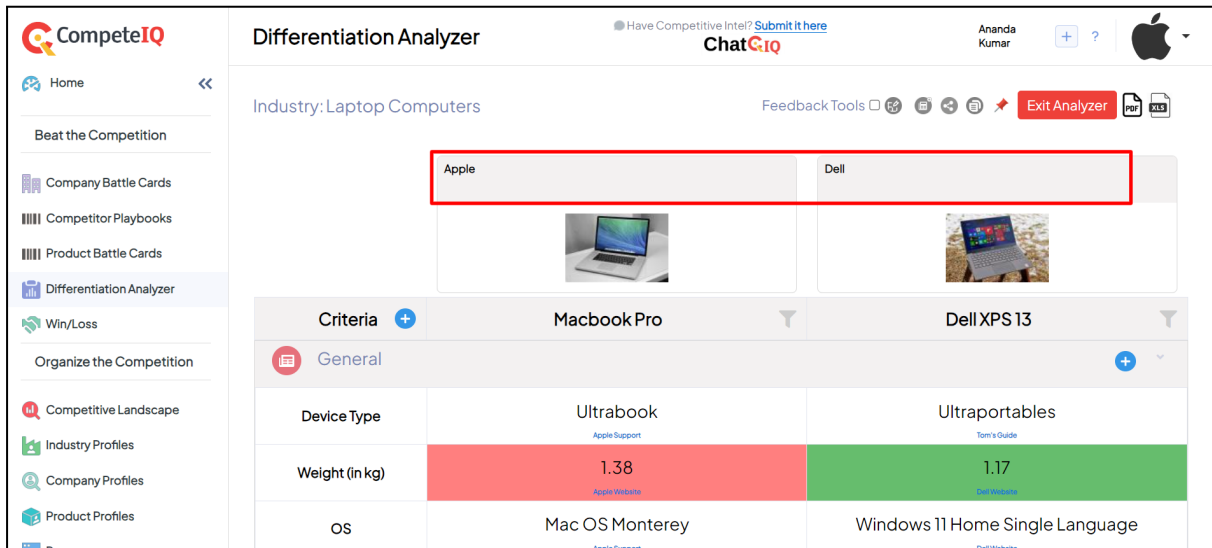Issue: Users were facing Alignment and Display Issues in the Differentiation Analyzer UI

Solution: Updates were required to enhance the design for a better UI and user experience.

CompeteIQ has introduced the latest updates to enhance the Differentiation Analyzer UI. This release aims to improve user experience and streamline the process of analyzing and comparing products effectively. Below are the key updates:

1. **Centered Product Set:** We have improved the selected products' alignment responsive to the side menu with the enhanced Differentiation Analyzer UI. The product set will dynamically move to the center upon expanding or collapsing the side menu, ensuring a consistent and centered view.

2. **Enhanced Product Name Display:** To further enhance the readability of product information, we have significantly improved the display of product names. Previously, the product name was shown above the image, which sometimes caused readability issues, especially with long product names. To address this, we have replaced the product name with the company name, providing a more informative and clear representation of the products being compared.
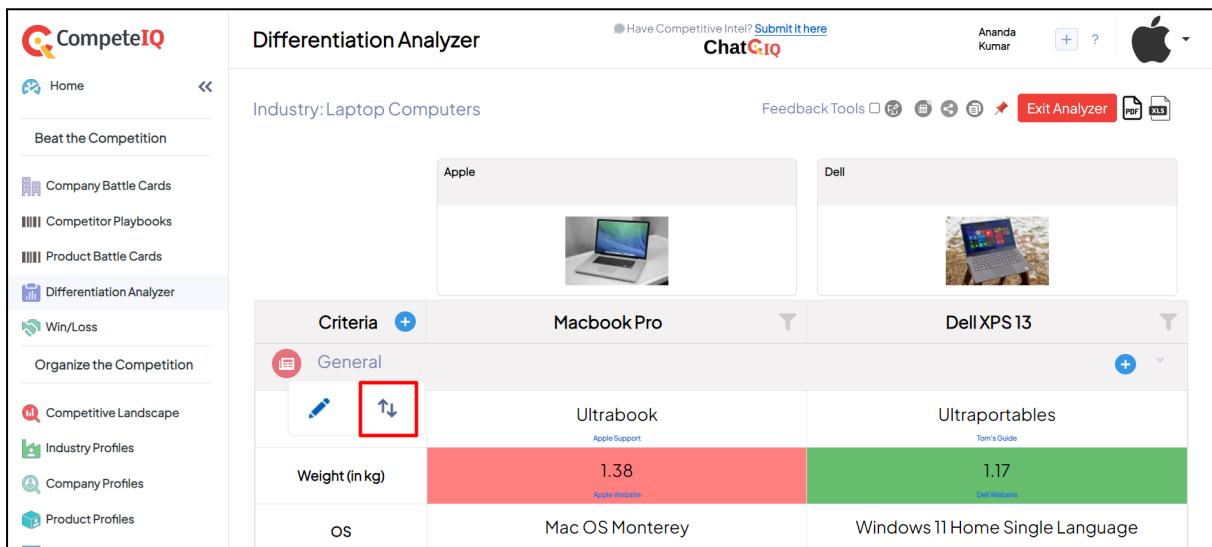
Group Sort Feature in the Differentiation Analyzer

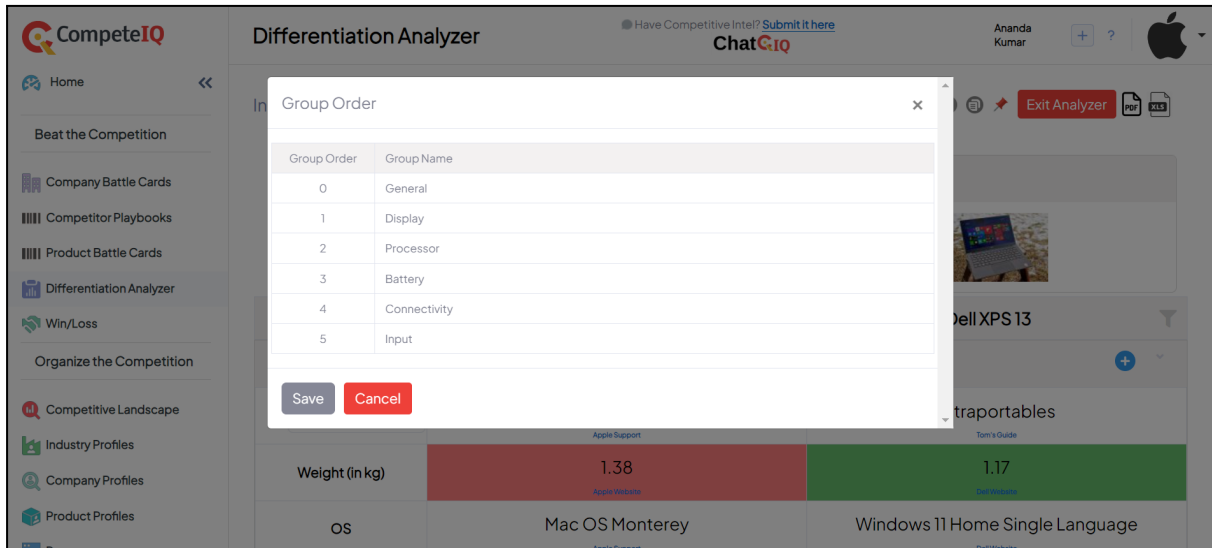Issue: Sorting the group from the Administration Dashboard was a long process.

Solution: An intuitive UI will help to sort groups in the Differentiation Analyzer from the Front End.

CompeteIQ has introduced a new feature where users can sort the Groups in the Differentiation Analyzer from the Front End. With this update, users can now enjoy the same experience they had on the Administration Dashboard (Back End) right from the Front End.

The Group Sort feature allows users to organize and prioritize groups within the Differentiation Analyzer effortlessly. By simply clicking on a group name, users will be presented with a Sort button, where they can sort their groups according to their rankings or preferred priority.

To rearrange the groups, users can now leverage the intuitive drag-and-drop functionality. This makes it easy to reposition groups based on their importance or any specific order that suits their needs.
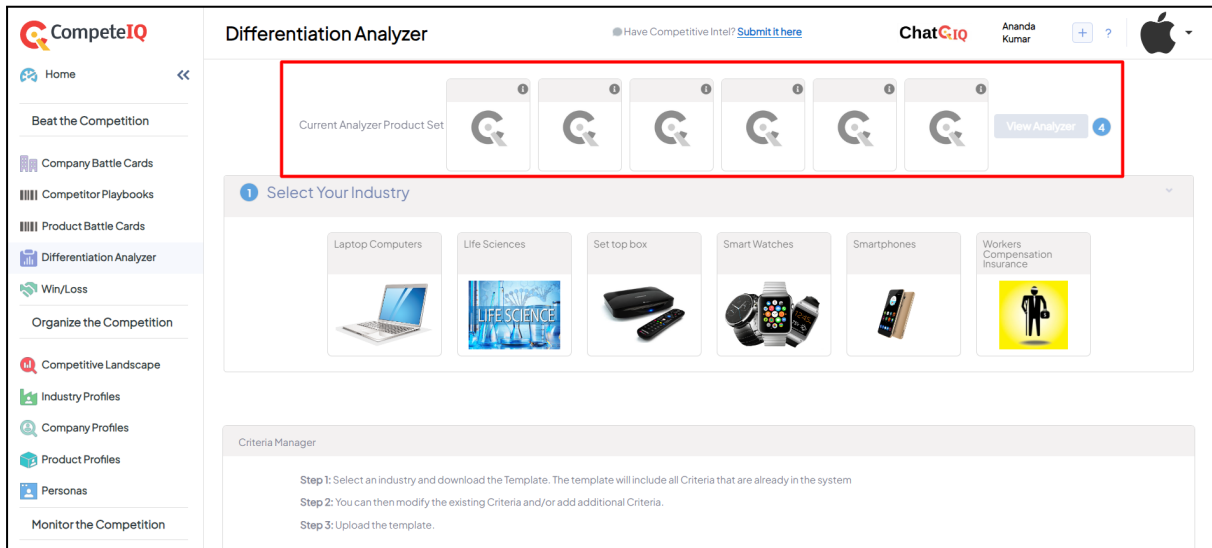

Expanded Product Comparison Capability

Issue: A broader product comparison will help users to gain deeper insights into their competitive landscape.

Solution: Enhanced technical comparison capability by increasing the number of Products compared simultaneously.

With our latest update, we have expanded the technical comparison capabilities of our platform, specifically the differentiation analyzer. Previously, users could compare up to 4 products at a time, but now, we have increased this limit to 6.

What does this mean? Users can now simultaneously evaluate and analyze the technical differences between a broader range of products. Whether you're conducting market research, assessing competitor strengths and weaknesses, or making informed business decisions, CompeteIQ's expanded product comparison capability provides a more comprehensive view of the competitive landscape.

Battle Card Updates - AI-generated Criteria, Job Listing, and Control over Navigating between Modules

Issue: No control was set for AI-generated criteria, and the View Battle Card button and enhanced search filters were required.
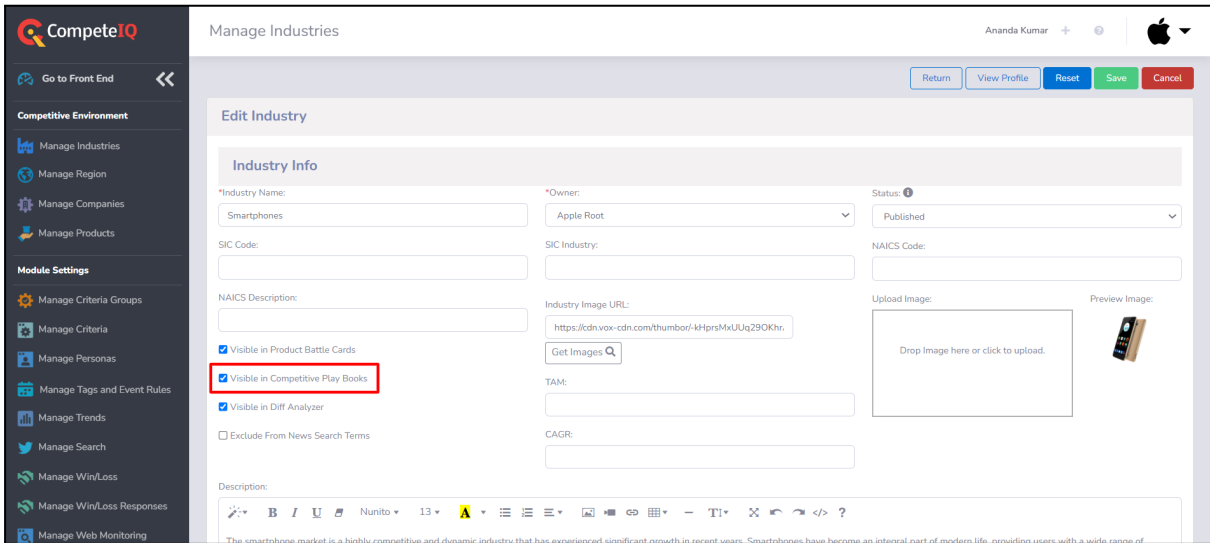
Solution: Improvised filter for precise search and better control provided to the users for the View Battle Card button and AI-generated criteria.

1. Enhanced Visibility Control for View Battle Card Button in Differentiation Analyzer

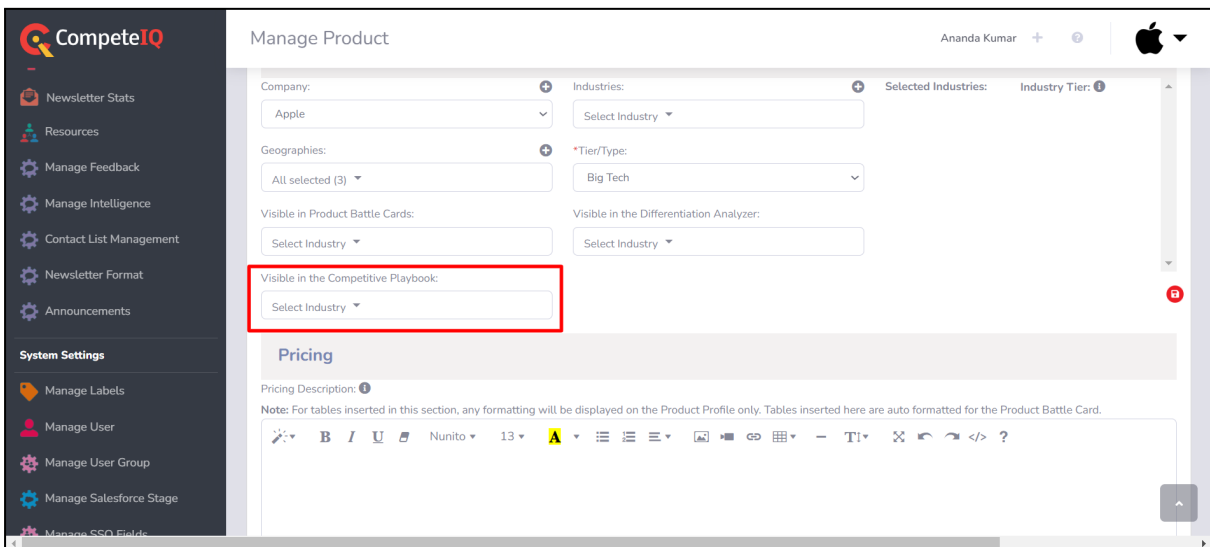a. With this update, the visibility of the View Battle Card button is now determined by the checkbox selection on both the edit page of the Industry in Manage Industry and on all the edit pages for the selected products in Manage Products.

If only the user checks the box for the industry and all selected products, the View Battle Card button will be visible in the Differentiation Analyzer Battle Card.

Manage Industry

Manage Products
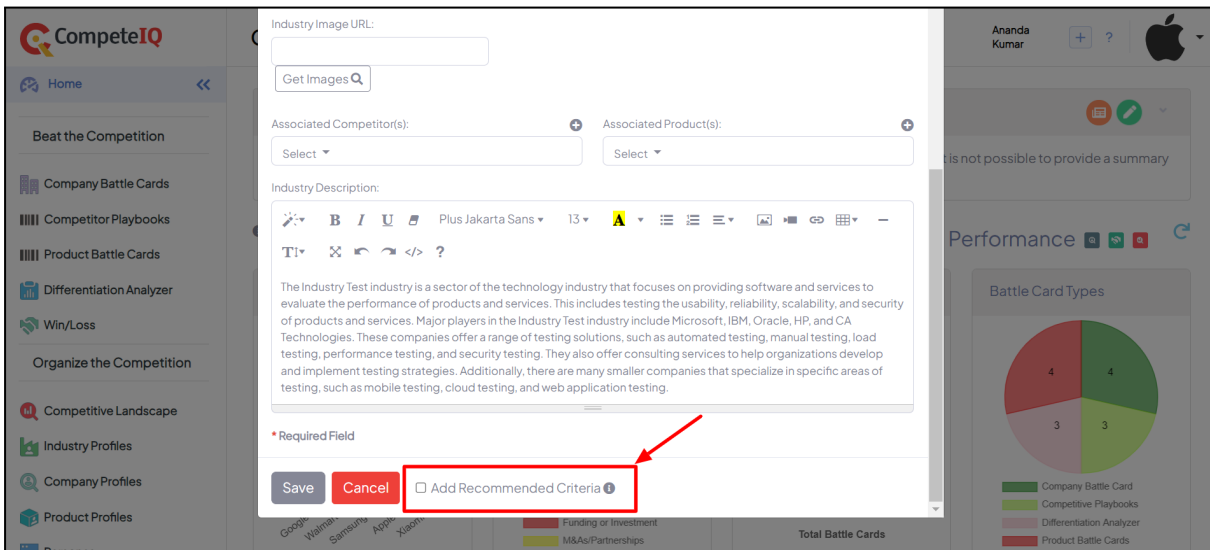

2. Improved control over AI-generated Criteria

    a. We are excited to introduce a new feature in our SaaS-based competitive intelligence platform that gives users more control over their industry-specific criteria. With this update, users can choose whether to generate recommended criteria when adding industry to our system.

    To provide a seamless experience, we have implemented a simple and intuitive solution. Users will notice a new checkbox in the "Add Industry" pop-up when adding an industry from anywhere within the system. This checkbox will remain unchecked by default, indicating that the recommended criteria will not be automatically generated.
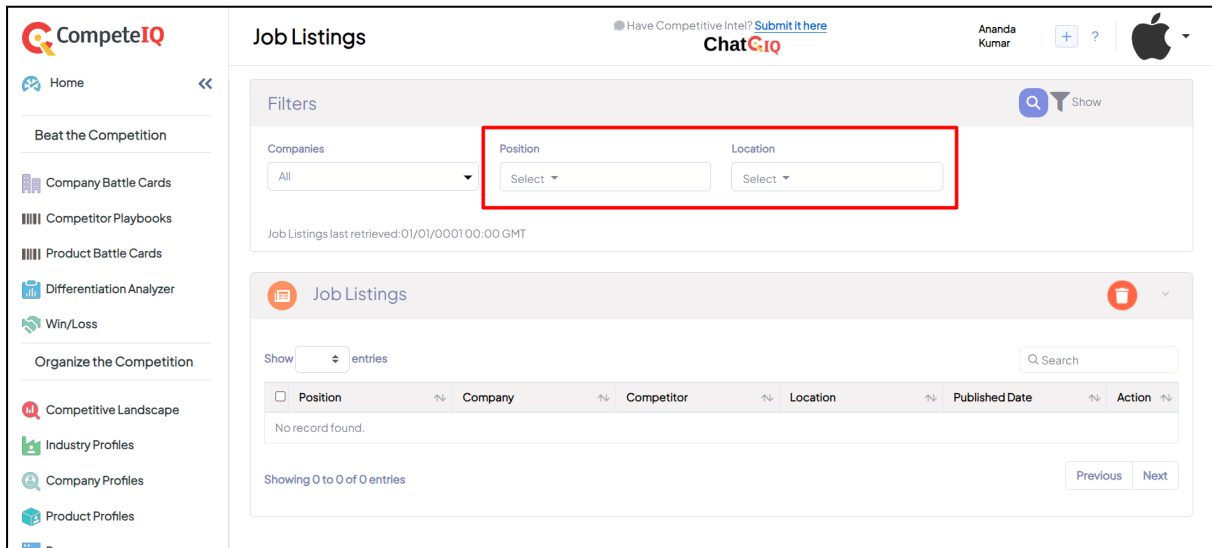
    Here's how it works:

i.   **Unchecked Checkbox:** When the checkbox is left unchecked, our system will **not automatically generate** the recommended criteria. This option is ideal for users who prefer to customize their industry criteria entirely based on their needs and preferences.

ii. **Checked Checkbox:** If the user chooses to check the checkbox, the system **will automatically generate** the recommended criteria. This option is helpful for users who want to benefit from our platform's intelligent recommendations to enhance their industry-specific insights.

3. Improved Filters in Job Listing: Introducing Position and Location Dropdowns

a. CompeteIQ has improved the Job Listing feature with enhanced filtering options. Two new filters, namely Position, and Location, are introduced to give users more precise search results. The dropdown menus for Position and Location dynamically populate based on the data available in the table, ensuring accurate and up-to-date options for selection.

These dropdowns offer multi-select functionality, empowering users to choose multiple positions or locations simultaneously.
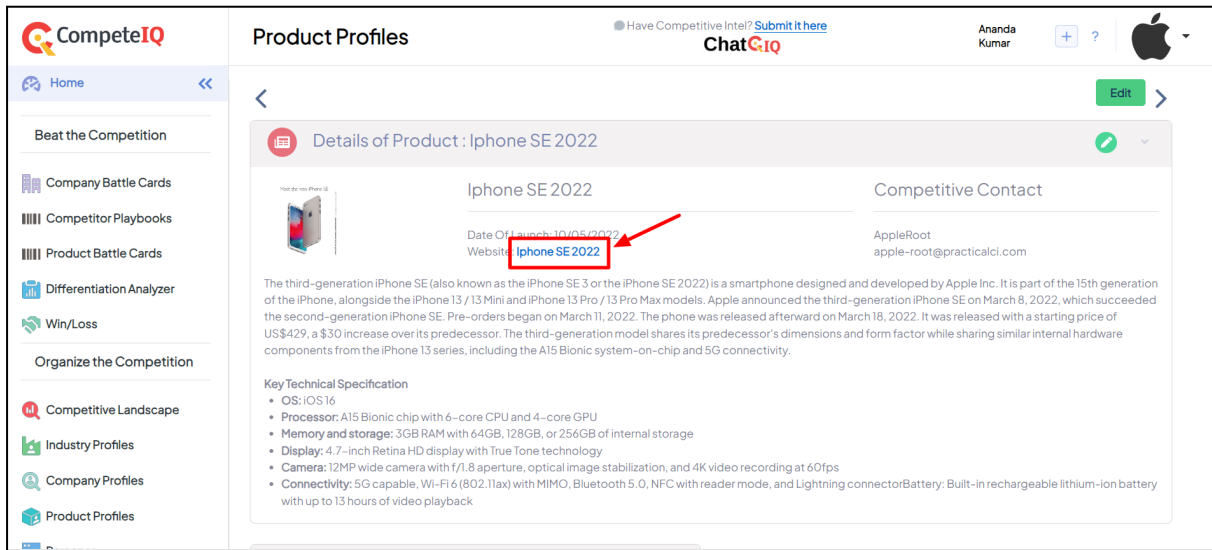
Introducing Embedded URL for Product Website in Product Profile

Issue: Lack of direct access to the Product Website address from the Product Profile.

Solution: A feature or functionality to access the Product website from the Product Profile page.

1. Until now, users did not have a direct field to access the Product Website address from the Product Profile. We understand the importance of seamless navigation and easy access to essential information. To address this, we have introduced an embedded URL feature that links the Product Name directly to its corresponding Product Website.

   With this update, users can now effortlessly access the Product Website by clicking on the Product Name within the Product Profile. No more searching, copying, and pasting URLs - everything you need is now conveniently embedded in the Product Name field.
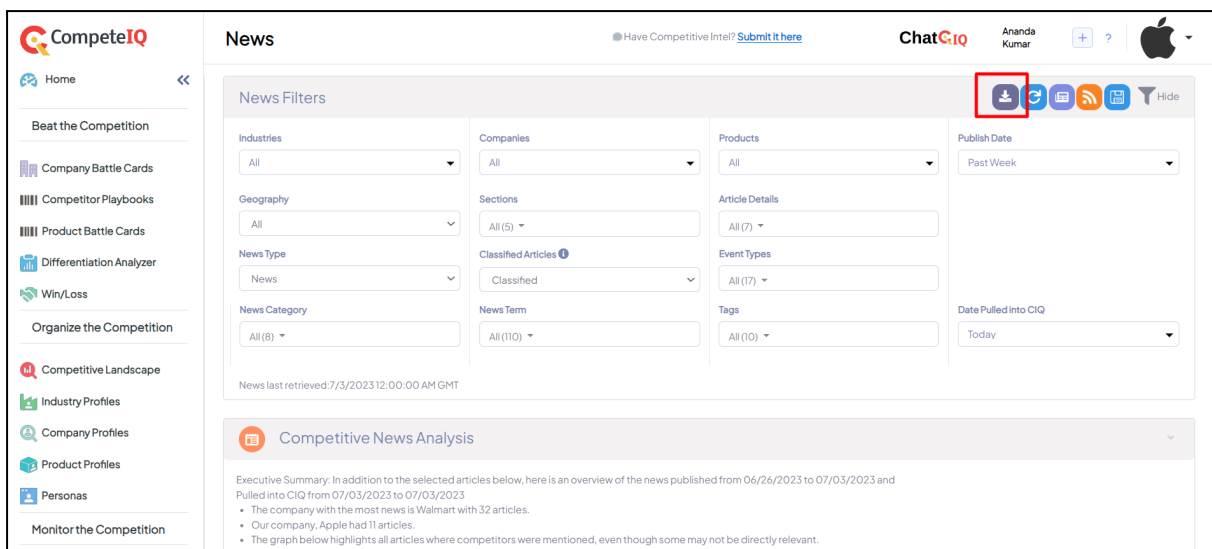
Export News Articles in XLS Format

Issue Statement: Limited Export Functionality Hinders Efficient Data Analysis for Users of the News Module.

Solution: A download functionality to export the news articles from the News Module.

With this release, we have introduced a highly requested feature that allows users to export news articles directly from the News Module.

Users can now access the download icon conveniently located in the Filters section of the News Module. By simply clicking on the download icon, a downloadable xls (Excel) file will be generated, containing all the news articles that match the specified filters applied by the user.

System UI

1. Bug Fixes

    a.   Issue #1: There was an issue with the PDF needing to be downloaded in the Differentiation Analyzer.

        i.   Resolution #1: The issue has been resolved; users can easily download the technical comparison in PDF and XLS format.

    b.   Issue #2: Newsletter > Top Employees section of the Top Users field was not displayed correctly when a mail was sent to the Google Workspace mailbox

        i.   Resolution #3: Now, the tags are added to the Newsletter, irrespective of the area from where the Newsletter is created, be it from the News Module or Newsletter Module.

    c.   Issue #3: Differentiation Analyzer > When new Criteria are uploaded with the Criteria Upload Template (NOT the Value Upload template), it was not visible on the FrontEnd.

        i.   Resolution #3: Now, when the user uploads the criteria through Criteria Upload Template, the system, by default, sets the Group Visibility and Region Visibility to All Selected.

    d.   Issue #4: Dashboard View > The legends in the graphs were not responsive to the screen size.

        i.   Resolution #4: This issue has been solved, and all the graphs of the Dashboard view are responsive to the screen size and the zoom settings set by the users.

    e.   Issue #5: Differentiation Analyzer > When clicking the View Analyzer button, users could not see the technical battle card; instead, they would see an empty page.

        i.   Resolution #6: This bug has been fixed, and the users can see the comparison.

    f.   Issue #6: When exporting the Newsletter to PDF, tags were not being reflected in the PDF.

        i.   Resolution #6: The issue has been resolved, and the tags are being pulled into the PDF when exported.

    g.   Issue #7: Newsletter > News and Events Newsletters are not respecting the Newsletter format set in the Administration Dashboard (Back End)

i. Resolution #7: The bug has been fixed, and all the formats set for the Newsletter, like justification, font size, style, and everything, are respected while creating a Newsletter.

h. Issue #8: When there is no image for the products in the differentiation analyzer, and the user scrolls the page of the content, they used to see the header floating and the content getting scrolled through it.

i. Resolution #8: The design has been improved, and all the errors have been rectified.

i. Issue #9: Differentiation Analyzer > Icons in the Product Set were poorly displayed.

i. Resolution #9: This issue has been corrected, and the product icons are perfectly aligned and displayed in the product set when selected.

j. Issue #10: Users were unable to build the Competitor Playbook or Newsletter. It kept on loading but could not get the final result.

i. Resolution #10: This bug has been fixed, and now the system works smoothly without any issues.

k. Issue #11: Differentiation Analyzer > The configuration button did not reflect the changes in the exported PDF.

i. Resolution #11: All the customizations, like background color, table border color, font size, font family, and more, are now reflected in the PDF when exported.