

MARKET RESEARCH TEMPLATE

Who exactly are we talking to?

Generally, What Kind Of People Are We Targeting?

- **Men or Women?** An approximate split of 75/25 between females and males, with females taking up roughly 75% and men taking up 25%
- **Approximate Age range?** 20-80 years old
- **Occupation?**
 - No specific occupation
 - Just regular ones like:
 - A doctor, teacher, policeman, real estate agent, trades worker, storeworker, business owner, office worker, engineer, electrician, or something in the business industry, like a financial adviser
- **Income level?**
 - Can range anywhere from \$20 000 - \$100 000 income annually.
- **Geographic location?**
 - Port Macquarie (small town, approximately 50 000 people), Australia

Painful Current State

- **What are they afraid of?**
 - When they come home after a long day of work, or are just relaxing in general, look at their carpets and hard floorboards, which are covered in visible dust and dirt in all the little spots from corner to corner in all rooms, and realize that they need thorough, proper cleaning from professionals.
 - Seeing pests running around their homes, invading all rooms, then disappearing, to only come back the next day
 - Having pests like cockroaches and beetles interact with their food, through climbing in their food pantries, fridges, or even shelves.
 - Having these pests also crawl into cabinets, closets, and clothing
 - Looking at the less visible parts of their homes, like under baths, on top of closets, fridges or pantries, or on and under furniture, and identifying that mold is starting to or already has grown at a rapid, unrecognizable rate than ever before.
 - Developing bad hoarding habits currently or in the future, due to the fact that they gave up trying to reach out to specialists to get help or just weren't motivated or ready enough to make such big changes in their lives, or even

because they have not got the time to call over specialists and ask them questions and tips.

- Having very visible stains on their carpets and hard floor boards, possibly due to shoes being worn inside, mud dirt and dust being brought inside by the shoes or clothes, or even their pets or kids/toddlers running around, with dirt, mud, or other stuff coming from them.
- "My beige tiles had grout that was dark red/brown from mud being tracked in by dogs and humans. I thought John would never get that out."
- "Very stubborn carpet stains."
- "carpets (which prior looked dreadful)"
- "My son vomited on my lounge & I did my best to clean it but still was very smelly."
- "when I pulled it up my tiles were covered in adhesive"
- "VERY dirty cream floor rug"
- "The rug is 8 years old and had been steamed clean several times, but the vibrancy of the colours looked dull."
- "my dirty rugs"
- "my two big carpet squares. They were stained with dog urine and I was worried that they were not recoverable."
- "my 8 metre long hall runner which had been down for 10 year and was very grotty."
- "Our large white rug was very dirty and we considering disposing of it"
- "Floor rug sent for cleaning - pale grey & white, so was really showing the dirt."
- "Our silk rug has been looking drab to say the least, we've had it cleaned at home but my vac could have done better."
- "our shaggy mat"

- **What are they angry about? Who are they angry at?**

- Having a stained carpet
- "My beige tiles had grout that was dark red/brown from mud being tracked in by dogs and humans."
- Having pests invade their homes all the time
- Having couches and other furniture filled/covered in dust, grime and dirt
- Not being able to control themselves when it comes to tidiness

- **What are their top daily frustrations?**

- Having a stained carpet, dirty floor boards, mold and dust regularly in their homes
- Constantly getting pests invading their homes
- Pests living in their homes
- "My beige tiles had grout that was dark red/brown from mud being tracked in by dogs and humans."

- **What are they embarrassed about?**
 - “He achieved an amazing result with a carpet that was so badly stained we thought it might have to be replaced.”
 - Their houses being in appalling condition, with dust, grime and dirt built up around all the furniture and the floor when visitors come

- **How does dealing with their problems make them feel about themselves? - What do other people in their world think about them as a result of these problems?**
 - It makes them feel relieved, satisfied that the service providing company was able to solve h the house problems they have been facing
 - Other people think of them and associate them as being a ‘hoarder’, an unorganized and dirty person, who does not care about being organized and living in a neat, clean environment

- **If they were to describe their problems and frustrations to a friend over dinner, what would they say?**
 - “Our carpet is so stained from X, and these (X) pests have been always invading and living in our home!”
 - “My beige tiles had grout that was dark red/brown from mud being tracked in by dogs and humans.”
 - “My son vomited on my lounge & I did my best to clean it but still was very smelly.”
 - One of my rugs had orange dirt/clay stains all over it from my dogs”
 - “I had huge rugs that I’d had for years and needed cleaning- we had housetrained 2 pups and the rugs were stored for a couple of seasons in a dusty garage.”
 - “We had 4 large rugs, 2 of which had been rolled in storage.”
 - “My carpets are fairly old and had not been cleaned for some time.”

- **What is keeping them from solving their problems now?**
 - Lack of time
 - Being arrogant, trying to fix the issue themselves - (lack of belief and trust in cleaning service providing companies)
 - Having family issues, that range from disputes every day, or a “one person make all the decisions” type mentality, or even because they are suffering as a family, maybe due to a family member passing away, or maybe that they are all the same in their families, meaning they all share the same habits
 - Having personal issues, that range from mental health issues due to a condition

or the passing of a family member/friend.

Desirable Dream State

- **If they could wave a magic wand at their life and change it immediately into whatever they want, what would it look like and feel like?**
 - The carpet cleaning and pest control services would be excellent, along with the communication between the customer and the staff
 - The service would be friendly and polite
 - The service would be professional and efficient
 - The service would be informative
 - "Kris was so professional, efficient, friendly and informative."
 - "The restorations are top notch, restoring properties back to brand new."
 - That the services have "Water damage, fire damage, mold remediation, forensic cleaning"
 - "Were a pleasure and so very easy."
 - "Took his time to perform the job properly and explained everything thoroughly!"
 - "from the first phone call to a final follow up message to ensure I was happy with their service."
 - "Very reasonably priced and the convenience to have both carpets and pests sorted with one phone call was one less pressure with moving."
 - "His response to our issue was immediate and kept us up to date through every step."
 - "went to great lengths"
 - "Left with beautiful clean carpets"
 - "Our tiles, grout and carpets came up looking better than they did years ago."
 - "He filled up one of my spray bottles for free with a solution for me to spray over my cushion & he said it would take the smell out. IT DID!!"
 - "Amazing job and on time"
 - "my tiles look brand new!"
 - "Knowledgeable service"

- "Services are reliable, consistent, friendly, competitive rates, extremely knowledgeable, goes above and beyond for every client."
- "Feels so clean"
- "Were amazing to deal with! The quote came through so quickly, a very fair price. Such amazing and professional communication, made it so easy to organize the pick up and drop off of my rugs before my work day. The rugs came back looking 100%."
- "Answered all my questions with a smile"
- "Superb value"
- "smells great and is soft underfoot again"
- "Rug came up like new. Soft and fresh."
- "it took 120 seconds for the guys to call me back to get the details for the rugs and quote."
- "quotes are very reasonable"
- "Their communication, price and care onsite is excellent."
- "Friendly reception - honest appraisal of my rugs - timely completion as quoted and a great clean"
- "My 7 year old rug looks like brand new."
- "exceeded expectations"
- "I recently used Port Crystal Cleaners for rug cleaning, and I must say, they exceeded my expectations in every way. Their professionalism and attention to detail was outstanding. I was amazed by their ability to remove all the stains that were on my rug, especially with it being white. There was not one spot left on it and the rug looks like a brand new rug. There was no chemical residue or overpowering scent left behind either. The teams professionalism and customer service were fantastic. I was able to get a quote very quickly online which was followed up with a phone call explaining the quote and with instructions on dropping the rug off using there drive thru service, where I didn't even need to get out of the car. (I did notice in their quote they also provide pick up and drop off service.) In Terms of pricing I found their rates to be very fair and reasonable, and well worth the money for the service provided."
- "very professional in the way they operate. Pick up & delivery service with messages advising when they will be arriving. Rug as always comes back like new"
- "Punctual on pickup and delivery of the rugs and the rugs look great! All marks have been removed."

- **Who do they want to impress?**

- When friends come over, they want them to think how good their furniture, floors, walls and ceilings are, whilst getting specific compliments like “Wow Michael, your floorboards look so shiny!” or “How did you get your walls and ceiling so mold and dirt free, Chanel?”
- In the case of renting a home, they want the inspectors to be blown away by their shiny, bold walls, ceilings, and floorboards, and dirt/dust free furniture and carpets.
- When family members come visit their house (aunts, uncles, grandparents, etc), they want them to give specific compliments on how amazing their floors, walls, and furniture are.
- When in the early stages of a relationship, they want their partners to be amazed at how clean, refurbished, refined, and shiny their walls, ceilings, furniture, floorboards, and carpets are. This would suggest to the partner that “The person I want to have a future with is very clean, organized, and takes care of things, never letting them go bad or dirty.”
- After their wives or husbands come back home after a long day at work or a field trip, they want them to feel at home more than ever, welcome, satisfied, and overall in a happy mood because of how good their floors, ceilings, walls and furniture are.

- **How would they feel about themselves if they were living in their dream state? - What do they secretly desire most?**

- They would feel more organized, and would finally feel the internal feelings of pride, completion, satisfaction, and trust.
- They would feel like clean people, overall in a better mood, ready to be more productive or relaxed.
- They would be proud of themselves for taking the necessary actions and steps they needed to achieve such a good looking interior house from all angles.
- They would be satisfied because of how well the cleaning company performed at their house, and would feel not only grateful to them for solving their already long lasting problems, and surpassing their expectations, but would feel grateful about the whole ‘home interior transformation’, and how the company did such a great job that they’re more than happy to leave a review and recommend this service provider to all the friends and family.

- **If they were to describe their dreams and desires to a friend over dinner, what would they say?**

- “I want the service the company provides to be top-notch!”

- "I want the communication to be excellent and high quality"
- "I want the cleaning companies' prices to be affordable!"
- "I want the staff to be polite and friendly"
- "They left with beautiful clean carpets"
- "I want them to inform us what they are doing at all times during the cleaning/removal"
- "I want my tiles, grouts and carpets in a better condition than they ever were."
- "I want the staff to be knowledgeable and informative"
- "I want them to be on time"
- "I want multiple issues, and solutions to them discussed in one phone call"
- "I want them to go to great lengths"
- "Were amazing to deal with! The quote came through so quickly, a very fair price. Such amazing and professional communication, made it so easy to organize the pick up and drop off of my rugs before my work day. The rugs came back looking 100%."
- "Were careful with belongings"
- "I don't want the staff to be much of a hassle to deal with"

Values, Beliefs, and Tribal Affiliations

- **What do they currently believe is true about themselves and the problems they face?**
 - That they are unorganized
 - That they are messy people
 - They are potential hoarders
 - That there is no way to refurbish their dusty, dirty houses
 - That they will never find time to call a service and ask them for help
- **Who do they blame for their current problems and frustrations?**
 - Family members
 - Pets
 - Toddlers
 - Themselves
- **Have they tried to solve the problem before and failed? Why do they think they failed in the past?**

- "My son vomited on my lounge & I did my best to clean it but still was very smelly."
 - Lack of time
 - Because of the amount of effort they put in, perhaps leaning over the longer amounts of time, leading to problems with bones, joints, etc.
- **How do they evaluate and decide if a solution is going to work or not?**
 - "Does the service company have a lot of good reviews?"
 - "Are they experienced in their industry?"
 - Are they friendly and professional?"
 - "Will it be a hassle arranging an appointment?"
 - "Will it be affordable for me?"
 - "Will it be time efficient?"
 - "Will they be informative during the process?"
 - "Are their services high quality?"
 - "Will they be knowledgeable?"
- **What figures or brands in the industry do they respect and why?**
 - They respect Paradise Floor Cleaning and Pest Control, Port Crystal Cleaners, and Seaside Carpet and Pest Solutions, due to their high quality services, which are very broad, are easily accessible, are knowledgeable in their fields (decades of experience), informative, easy to work with, aren't a hassle, and have high amounts of 5 star reviews compared to the the rest of the specialists in their areas.
- **What character traits do they value in themselves and others?**
 - Being respectful
 - Being informative and knowledgeable
 - Being punctual (showing up when planned, on time)
 - Being open-minded
 - Being friendly
 - Being professional
- **What character traits do they despise in themselves and others?**
 - Being disrespectful, mean towards others
 - Being late on all occasions
 - Lazy, lousy
 - Not being informative (keeping things to themselves)
 - Not having an open mind, and understanding the situation of others, and what they are going through
 - Being ignorant

- **What trends in the market are they aware of? What do they think about these trends?**
 - They are aware of trends like 'Before and After', Client review posts, 'displaying of services in action' type of posts, and the inclusions of dogs and toddlers, or forms of additions, to hook them even more into purchasing the services, like problem specific ads on Facebook and Instagram, and also just general ads regarding cleaning services, that they find interesting, and would like to request those services to have a look at the problems in their houses. These ads symbolize CTA, that if customers don't solve these issues now, then they will build on top of their bad habits, and never ever get rid of them.
 - They are fans of these tactics, but clearly, are getting somewhat tired, frustrated about the constant repetition of these trends that all the companies use, and are waiting endlessly for 'new mechanisms' to come out and solve their problems in faster, more efficient ways
- **What "tribes" are they a part of? How do they signal and gain status in those tribes?**
 - They are a part of the "I want the best service in all areas possible" and "The better experience they leave behind, the more I'll keep requesting their services" tribes
 - "The price depends on the experience they leave behind on me" tribes
 - They signal status in these tribes by having the most amount of reviews, suggesting to others that they are the customer with the most amount of positive reviews towards my client, and that they have the most experience compared to the others. They gain status by leaving more reviews than others towards my client, and maybe having a friendship with him or one of the workers, suggesting that they are more important than the other customers.

Places To Look For Answers:

1. Your client's existing customers and testimonials
2. Your client's competitors customers and testimonials
3. Talking with anyone you personally know who matches the target
4. market
5. People oversharing their thoughts and feelings online
 - a. Youtube
 - i. ("My journey" type videos)
 - ii. Comments
 - b. IG
 - c. Facebook
 - d. Twitter

- e. Reddit
- f. Other Forums
- g. Amazon.com Reviews
- h. Yelp and Google Business/Maps Reviews

Basic Avatar



Name: Louise

Background Details:

- 36 years old
- Australian origin, part British
- Already graduated, has a degree in_____
- Is working as an office worker at a local company
- Went to school

- Has a good driving record

Day in the life:

- 7:00 AM - 8 AM: Wake up, performs her morning routine, get ready for work, and head out the door.
- 8 AM - 12 AM: Arrive at work, and the start of her shift begins.
- 12 AM - 12:30 AM: Lunch break - relax, eat lunch, get ready for second half of her shift
- 12:30 AM - 5PM: Work through the second half of her shift, finish at 5PM, and drive home.
- 5PM - 6:30 PM: Prepare dinner, and then eat dinner with a partner and family.
- 6:30 PM - 10 PM: Sit back on the couch, play games with her kids or partner, watch a movie, talk to friends, and just relax.
- 10 PM - 11.45 PM - Performs her nightly routine, gets ready for bed.