Market Research Template

Who exactly are we talking to?

What kind of people are we talking to?

- Men or Women?
Both
- Approximate Age range?
18-25
- Occupation?
Online store (clothing)
- Income level?
0-500
- Geographical location?
Europe

Painful Current State

- What are they afraid of?
Long delivery times

- What are they angry about? Who are they angry at?
They are angry about delivery time, at deliverers
- What are their top daily frustrations?
That people will report them because of bad policy for refund and give brand bad reviews
- What are they embarrassed about?
That they don't have customers service
- 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?
They are not dealing with their policy for refunds and customer service but they don't see a reason why to deal with anything. That they have very poor services for customers and they can use them for them.
- If they were to describe their problems and frustrations to a friend over dinner, what would they say?
Lately we are getting more and more negative feedback and our frustration is that because of that we are not living to our full potential.

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?
They would turn into a guy who is mega successful without bad (reviews,bad customer service, and delivery problems) He would be impressed and happy with this solution.
- Who do they want to impress?
Friend and themselves

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

They would be happy, Money.

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

My dream is to be as happy as possible and my desire is to get a lot of money so I can sleep on the beach and not need to count my money.

Values and Beliefs

- What do they currently believe is true about themselves and the problems they face?

That they are making excuses, not to fix (delivery,customer service,refund policies)

- Who do they blame for their current problems and frustrations?

They are blaming themselves for problems and they are frustrated with delivery times.

- Have they tried to solve the problem before and failed? Why do they think they failed in the past?

Yes I think they tried but they failed because they didn't know where they needed to start fixing this.

- How do they evaluate and decide if a solution is going to work or not?

They tried and didn't understand which part they missed and they quit.

- What figures or brands in the space do they respect and why?

They are respecting other clothing stores because they have better customer services and that's the key for more success

- What character traits do they value in themselves and others?

T**hey have really good traits in marketing and sales pages. Others have the same things but better delivery,refund policy and reviews.**

- What character traits do they despise in themselves and others?

That they are too lazy to check what people think about the inside of the web.

- What trends in the market are they aware of? What do they think about these trends?

They are aware of this hoodie trend puff frenzy. It's getting them pretty much money because of their social media marketing.

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 market
4. People oversharing their thoughts and feelings online
a. Youtube
i. Comments
ii. "My journey" type videos
b. Twitter
c. Facebook

d. Reddit

e. Other Forums

f. Amazon.com Reviews

g. Yelp and Google Business/Maps Reviews