

MARKET RESEARCH TEMPLATE

Who exactly are we talking to?

Generally, What Kind Of People Are We Targeting?

- Men or Women? Women
- Approximate Age range? 25/40
- Occupation? Professionals
- Income level? 4/5k month
- Geographic location? Emilia romagna, focusing on urban centers like bologna, parma, modena.

Painful Current State

- **What are they afraid of?** Not having family photos as memories with their children/maternity,newborns. They are scared on how their children will grow so fast without them having good quality pictures that can be a “history book” of their growth.
- **What are they angry about?** They are angry about having this big desire of getting memories that they yet have to find a solution about it. In this phase of pregnancy/newborn, they are stressed and tired all the time and they need as much peace and less migraines as possible. They would love to find a proper way to transmit a good image of their family to others to show how good their family is in terms of relationship, composure and aesthetic and they love to be perceived as beautiful even in a critical moment like pregnancy or after birth.
- **Who are they angry at?** They are angry about not finding a convincing photographer that can guarantee a desirable outcome and they are scared of not being comfortable enough to let out their true, positive feelings when being around family.
- **What are their top daily frustrations?** They are scared of how they perceive their body during pregnancy; they have a fear of missing out key moments on the maternity and newborn but don't know where to start to save those memories; they are overwhelmed with the situation and they might not be able to attend a photo session in

terms of time and energy.

- **What are they embarrassed about?** They are embarrassed at the idea of spending lots of money or wasting time for something where they can't feel comfortable in. They see this type of service as something that would be “nice to have”, not a primal need. They would be embarrassed if, growing up, they don't have any memories about these important moments.
- **How does dealing with their problems make them feel about themselves?** They would feel relieved, at peace. They would need a service that should be as near as a stress-free service and that it has the quality it needs to be in pair with their imagination of a high-quality memories, pictures and experience.
- **- What do other people in their world think about them as a result of these problems?** They can see the frustration about getting good memories of the actual state of the family and how it is right now and they have felt that too because they all love their respective families and would do anything to keep this actual moment a memory for the future. The friends of this type of niche are all (almost) parents, or future parents.
- **If they were to describe their problems and frustrations to a friend over dinner, what would they say?** You know, lately i've been really stressed with all this maternity stuff and i easily get pissed off even for the smallest inconveniences. But despite this, i would love to keep a good memory of myself and my family on how strong i am as a woman and future mother and would love if others can remember me in that way. I was considering booking a maternity and newborn photo session to track the progress that i've made so far and to show to everyone how beautiful my baby is, with his first emotions and specularities.
- **What is keeping them from solving their problems now?** They have yet to find a good photographer that can give them the desirable dream state they are looking for nearby or a convenient offer for a photo session. They need someone professional, who knows how to take these particular types of pictures, especially with newborns who are very sensitive with some types of flash or lightning. They also need to be sure that they won't feel awkward and where they have that stress-free experience that they are hoping for.

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 have the best experience that they could hope for and the final product is so good that they have no shame at all to show the world how good they appear on it. They could proudly share the photos as they represent the strength in the phase of the maternity and after birth. Every friend of theirs would perceive her and her baby and family as beautiful and would see a strong bond between all of the family members.
- Who do they want to impress? They want to impress their family, all their friends and family friends by giving them a radiant figure of themselves in a very critical phase of the pregnancy and afterwards. The women's friends would recognise all the struggle and sacrifices behind those pictures, giving more power to those pictures.
- How would they feel about themselves if they were living in their dream state? They would feel very good about the outcome. They'd finally achieved some very good moments in a frame which will be imprinted into the pictures forever. They would not be ashamed on how the people can see her as, because she appears as strong as ever in those pictures.
- - What do they secretly desire most? Keep that memory framed forever. A picture is never just one image; it represents a lot of emotions too. What they felt in that moment, the atmosphere present in that exact moment, the joy, the pain, the struggle, but the strength to appear like that in that critical phase of life. Taking pictures of families bonding time, maternity and newborn is something that people always look forward to. Sons and daughters will never remain the same. They will grow, change, mature, eventually.
- If they were to describe their dreams and desires to a friend over dinner, what would they say? I love to be seen as strong and beautiful even within the maternity and after birth phase. I'll love my kid with my whole heart but hate every day that will make him grow. Why do they have to grow so fast? I'm gonna blink my eye and he'll be already grown again! I'm afraid of when this will truly happen, I'd love to freeze time and make that moment last forever, but I have no superpowers. The only solution for all my needs would be to go to a professional photographer specialized in maternities and newborn, but I want to choose the perfect one. Even the slightest issue and everything would be ruined. You understand, right Sara? I need everything to be perfect. This is something

where i can't go back to fix

Values, Beliefs, and Tribal Affiliations

- What do they currently believe is true about themselves and the problems they face? They are some true loving individuals and love their family unconditionally. The problem they face really irritates them as for it to not have found a solution, or better, a good photographer yet.
- Who do they blame for their current problems and frustrations? someone who can't really convince them. The options from the photographers online aren't deeply convincing, as something's off and doesn't really give them full confidence on choosing them. They need more proof, more people that can effectively ensure on their mind and feels that it is the perfect fit for their case. Some previous family who almost had the same experience and problems would be a very great way to ensure trust and credibility
- Have they tried to solve the problem before and failed? Why do they think they failed in the past? They might've tried to find a solution, but didn't really tried to fully solve it. They got tired to search without getting a final solution, and therefore, they are losing hope since it's stressing and it's taking ages to find a good fit for their issues.
- How do they evaluate and decide if a solution is going to work or not? First of all, they would valuate the photographer's past results. The finished products and reviews from the clients are a big point for them to decide. Then, they would need to meet in person the photographer in order to see if it is really the one they were looking for the whole time. They must feel relaxed and need confidence with the photographer, knowing that they can be themselves in the studio and feel at home.
- What figures or brands in the industry do they respect and why? Products related to families utilities, such as games for families or even little activities that they can do altogether. They also follow, via social media, content creators that revolves around family content and tips, very useful for some beginner mothers or even for experienced mothers. They usually follow some lifestyle accounts too, they give them ideas on how to balance everything.
- What character traits do they value in themselves and others? Charisma, the way they pose themselves to others, friendliness, good parental skills. Beautiful in an aesthetic way.
- What character traits do they despise in themselves and others? Being a jerk of a parent, not supporting their kids, ignoring them, kids 'hating' the parents, bad habits.

Families who hardly ever tries to relate with other families, leading to an isolation.

- What trends in the market are they aware of? What do they think about these trends? They are aware of themed-photoshoots, limited offers, lifestyle photography trends. They don't have a negative opinion about it as they only see it as a value for their part, knowing that the price they pay for, according to a good photographer, is money well spent
- What "tribes" are they a part of? How do they signal and gain status in those tribes? They are part of a tribe that already has families and their own and has children or newborn on the way. They would gain status by showing that their family is really solid and has a great relationship. They all struggle to get some "alone time" as parents and would love to leave the children to someone else's responsibility even for a night, to enjoy their life and to unplug their "parent lifestyle" for a little bit and feel "young" once again.

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: Rebecca Bianchi, 28

Background Details:

- She is on her 40th week of maternity
- Feels tired almost everytime of the day, feels the fatigue on having a child on her womb
- Every little issue or inconvenience feels very stressfull for her
- Even though she has some mood swings, she's still very proud of having that big responsibility on her shoulders
- She wants to be perceived as beautiful from others, even in this difficult situation
- She always considered being "beautiful" as one of the main things in her life
- She loves to take pictures in a way that can fully describe the emotion behind ir, not just for the like of getting a picture without emotion.
- She follows lots of family tips and lifestyle account and some photographer specialized in maternity and newborn

- She wants to get a photo session for the maternity and newborn period, but can't find a proper photographer that inspires full trust on themselves. There is still that little amount of doubts coming from Rebecca that makes her overthink on not getting her desired outcome.
- She wants both her family relatives and friends to see how beautiful she and her family is and she wants to express it in a way that only a photographer can do, matching the quality of the experience and product that she craves.

Day in the life:

- Morning:
 - Wakes up feeling tired and physically uncomfortable, likely after a restless night. Experiences back pain, swollen feet, and difficulty moving.
 - Emotionally anxious and excited, wondering if today could be the day she goes into labor.
 - Might feel a bit frustrated as the pregnancy is at full term and she's eager to meet her baby.
- Work (if still working):
 - If working from home or office, she feels mentally distracted, focused on her impending delivery.
 - Physically uncomfortable sitting for long periods, often needing to adjust positions or take breaks.
- Mid day:
 - Exhaustion sets in, needing frequent rest or naps.
 - Emotionally fluctuates between impatience and excitement.
 - May attend a doctor's appointment for a final checkup or ultrasound.
- Afternoon/Evening:
 - Feels emotionally overwhelmed, both anxious and hopeful, possibly worried about labor.
 - Ends the day feeling physically drained, but often too restless to sleep well, anticipating labor any time.
 - Spends time browsing social media, often following baby, pregnancy, or maternity-related content.