

Market Research Template

Who exactly are we talking to?
Marketing research for "custom keto plan"

What kind of people are we talking to?

- Men or Women?
Both
- Approximate Age range?
Any age
- Occupation?
Doesn't matter.
- Income level?
Just enough to pay for the keto meal plan. (Can easily invest \$37 for their efficient fat loss journey)
- Geographical location?
Anywhere in the world but mostly Americans as mentioned in the second page.

Painful Current State

- What are they afraid of?
This diet might be just another useless trend, or something overly hyped by fitness gurus, or they might have to stop doing things which they love like binge eating.
- What are they angry about? Who are they angry at?
Angry about their physique, not seeing results after certain diet plans.
- What are their top daily frustrations?
Failed diet plans, misleading nutrition industry, being overweight, hunger cravings, depreciating mental health, depression.
- What are they embarrassed about?
Too fat, lazy and unattractive.
- How does dealing with their problems make them feel about themselves?
Happy and motivated after seeing results (visible fat loss).
- What do other people in their world think about them as a result of these problems?
People may find them unattractive.
- If they were to describe their problems and frustrations to a friend over dinner, what would they say?



They always feel depressed, lazy, unattractive and hungry.

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?
Low body fat, smaller waists, smaller hips etc. They won't feel ashamed, and they will feel like they've accomplished something great.
- Who do they want to impress?
Themselves and people around them.
- How would they feel about themselves if they were living in their dream state?
Extremely proud.
- What do they secretly desire most?
Lean and attractive physique.
- If they were to describe their dreams and desires to a friend over dinner, what would they say?
They want an aesthetic physique, they want to feel proud of the hard work they put in, have visible and well-toned muscles.

Values and Beliefs

- What do they currently believe is true about themselves and the problems they face?
They are either inconsistent or too lazy to commit.
- Who do they blame for their current problems and frustrations?
Fitness and nutrition industry and of course, themselves.
- Have they tried to solve the problem before and failed? Why do they think they failed in the past?
It is more than likely that tried to solve the problem before, but they failed miserably due to reasons like: Lack of knowledge on how to execute something like macros and diet properly, lack of proper guidance from fitness/nutrition industry, ineffective diet plans, cravings for instant gratification.
- How do they evaluate and decide if a solution is going to work or not?
Trying the "solution" for a short period of time, mostly for a week or a month.
- What figures or brands in the space do they respect and why?
Probably influencers or people they know who went through the transformation themselves.
- What character traits do they value in themselves and others?
Consistency and commitment.



- What character traits do they despise in themselves and others?
Laziness, chasing after instant gratification rather than delayed gratification.
- What trends in the market are they aware of? What do they think about these trends?
In this case, keto is a huge trend nowadays but just like any other health or physique related trend, they think that this might not work, this may prove to be just another overrated trend. They think keto is too good to be true (quick and easy fat loss, no need for exercise, no more cravings etc.)

AVATAR

Ema, a 28-year-old woman.
Overweight (82 kgs), wants to be lean and healthy.
5'4

Ema is your typical overweight young-adult woman.

Ema is fed up with her lifestyle, she wants to change herself, she wants to be healthy and not be under constant threat of fat related diseases. She sacrificed her physical health for instant satisfaction just to face long term consequences. She wants to be proud of herself and her body when she goes out in public or at the beach. She wants to get rid of all the depressing thoughts she gets due to her physique. She wants to be more active. She wants to get attention from the opposite sex.

She tried thousands of diet plans; thousands of workouts plans but nothing seems to work for her. She followed the advice of fitness gurus lurking around on the internet just to fail miserably and she feels like a loser now. She feels hopeless.

She wants to turn her life around.

Out of nowhere this trend appears, this supposedly "magical diet" starts to get attention from people like Ema. Millions of people would like to have a go on this magical diet.

This is perfect for someone like Ema but for this to work perfectly for her, she would have to invest in some keto meal plans programs.

But like every other trend, Ema is scared that this might just be another scam, another genius idea by someone to make a fortune, another overly hyped trend boosted by famous influencers.

Ema is now stuck in between. This might be her key to her desired state but only time and effort can decide that.



