

MARKET RESEARCH TEMPLATE

Who exactly are we talking to?

Generally, What Kind Of People Are We Targeting?

- Men or Women?

Women

- Approximate Age range? 22-55
- Occupation? Busy professional
- Income level? Middle to upper-middle class, able to afford occasional spa treatments
- Geographic location? Cape Town

Painful Current State

- **What are they afraid of?** It seemed as though the spa got the housekeepers from the hotel to do the massages as they clearly had no clue what they were doing. We were being tapped and brushed so softly with their hands.unprofessional services.can be this cheap shew.The lady didn't stop talking and tried to be a psychologist instead of a massage therapist.
- **What are they angry about? Who are they angry at?**The room was uncomfortably cold, and the therapist was excessively talkative, which disrupted any chance of relaxation. Moreover, the "massage" felt more like a gentle run rather than a proper massage.jacuzzi was out of order,the floor had no rubber mats.longish nails.EXTREMELY disgusted that they promised a couples room however kept me and my fiance apart during the treatment which was 4 hours
- **what are their top daily frustrations?** People who go to spas often feel tired and sore from work or sitting too much, and they struggle to find time to relax or take care of their skin.
- **What are they embarrassed about?** Some people feel shy about their body or skin when they go to the spa, and they might also worry about how much spa treatments cost.
- **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?** When people take care of their problems at the spa, like reducing stress or improving their skin, they feel more relaxed, confident, and happy. It helps them believe in themselves and enjoy life more.Others might think they are tired or not taking care of

themselves when they see them stressed or unhappy

- **If they were to describe their problems and frustrations to a friend over dinner, what would they say?** Honestly, I'm just so tired all the time. My back and shoulders are always aching from sitting at my desk all day, and my skin's been acting up too. I feel like I'm constantly stressed, but I never have enough time to take care of myself properly. It's just one thing after another, and I don't even know where to start
- **What is keeping them from solving their problems now?** I think it's mostly time and money. Between work and everything else, I can barely squeeze in any 'me-time.' Plus, spa treatments can get expensive, and I'm not sure I can afford to go regularly. I keep putting it off, thinking I'll handle it later, but 'later' never seems to come

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?** Ultimate Relaxation. If they could wave a magic wand at their life, it would feel just like being at the spa. Every day would be calm and relaxing, with pretty flowers and soft candlelight all around. They'd have time to enjoy nice massages and yummy snacks, like tea and tasty sandwiches. Life would be all about feeling happy and relaxed, surrounded by friendly people who make them feel special and cared for.
- **Who do they want to impress?** They might want to impress their friends and family, showing them that they take good care of themselves and have found a way to relax and enjoy life.
- **How would they feel about themselves if they were living in their dream state? - What do they secretly desire most?** If they were living their dream life, they would feel happy, relaxed, and full of confidence. Every day would feel good, and they'd enjoy taking care of themselves without any stress.
- **If they were to describe their dreams and desires to a friend over dinner, what would they say?** I really just want to live a life where I can take time for myself and not feel rushed all the time. I dream of having days where I can relax at a spa or just enjoy being with friends and family without stress. It would be amazing to wake up feeling happy and ready to take on the day, knowing I have time to do the things I love. I want to feel good about myself and have fun without all the worries that usually come with life

Values, Beliefs, and Tribal Affiliations

- **What do they currently believe is true about themselves and the problems they face?** They believe they are often too busy and stressed, which makes it hard for them to take care of themselves. They feel like they're stuck in a routine that doesn't allow for relaxation or fun, and that makes them feel overwhelmed.
- **Who do they blame for their current problems and frustrations?** They might blame their busy schedules and responsibilities, like work or family obligations, for their stress. Sometimes, they might also feel frustrated with themselves for not making enough time for self-care.
- **Have they tried to solve the problem before and failed? Why do they think they failed in the past?** Yes, they've tried to solve their problems before, like planning days off or setting aside time for self-care, but it didn't always work out. They think they failed because life got in the way—work picked up, family demands increased, or they felt guilty about taking time for themselves. They often put other people's needs before their own, making it hard to stick to their plans.
- **How do they evaluate and decide if a solution is going to work or not?** They decide if something will work by seeing if it fits/benefit in their busy life and makes them feel happy.
- **What figures or brands in the industry do they respect and why?** They respect figures like wellness influencers or spa brands that focus on self-care and use natural products. They admire these brands because they promote a healthy lifestyle and emphasize the importance of taking care of yourself, both physically and mentally.
- **What character traits do they value in themselves and others?** They value traits like kindness, honesty, hard work, and empathy. They believe these qualities help build strong relationships and create a positive environment where everyone can feel supported and understood.
- **What character traits do they despise in themselves and others?** They might despise traits like laziness, dishonesty, selfishness, or lack of empathy, both in themselves and others. These traits can make them feel frustrated or disappointed, especially when they see them affecting relationships or personal goals.
- **What trends in the market are they aware of? What do they think about these trends?** They notice that more people are talking about self-care and wellness, like spa days and relaxation techniques. They see trends in natural and organic products being used in spas and a focus on mental health.
- What "tribes" are they a part of? How do they signal and gain status in those tribes?

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: Sarah

Age: 22-45 years old

Location: Cape Town

Occupation: Busy professional trying to balance work and personal life

Interests: Wellness, self-care, fitness

Frustrations: Too stressed, lacks time for self-care, feels guilty about taking time for herself

Goals: Wants to relax more, feel confident, and manage stress better

Values: Kindness, empathy, and natural products

Challenges: Balancing work, life, and self-care without feeling overwhelmed

Sarah wakes up in Cape Town already feeling tired. She rushes through her morning and heads to work, where her day is packed with meetings and tasks. By midday, she's stressed and wishes she had time to relax.

After work, she thinks about going to yoga or booking a spa day but feels too exhausted and guilty about taking time for herself. At home, she scrolls through wellness posts, dreaming of more balance in her life. She goes to bed hoping for a change, but knows her busy routine will likely repeat.

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