

Market Research Template

Who exactly are we talking to?

*Men and Women

*18-35

*employees

*200 -600\$

* Fifth Settlement and Sheikh Zayed

Painful Current State

What are they afraid of?

Low quality product

the product does not match its image in the advertisement.

What are they angry about?

*Inappropriate size

The product is not comfortable

Delay in receiving the product.

Who are they angry at?

One of the sites you want to buy from is the example I noticed: Amazon

What are they embarrassed about?

* They buy a product and are deceived by a bad product

How does dealing with their problems make them feel about themselves?

*They feel shame and lack of confidence

What do other people in their world think about them as a result of these problems?

*They are just naive people

If they were to describe their problems and frustrations to a friend over dinner, what would they say?

*I tried to buy a product on this site and they scammed me and gave me a bad product

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?

*To obtain a product of good quality, good shape, comfortable and appropriate size

Who do they want to impress?

*Their families, relatives and friends

How would they feel about themselves if they were living in their dream state?

*They will feel great and they will try the shoes on in front of all their acquaintances to get their nice comments

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

*I bought these shoes today and they are really good. They fit my look and are really comfortable

Values and Beliefs

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

*They believe in getting a good purchase transaction and the security of getting a good quality product

Who do they blame for their current problems and frustrations?

*Online selling sites

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

* Skechers and Adidas

Because they are credible, famous, and have high quality

What character traits do they value in themselves and others?

*Honesty, care and workmanship

What character traits do they despise in themselves and others?

Deception and cheating

What trends in the market are they aware of?

Sports shoes market

What do they think about these trends?

They think it's a modern trend and they're practical and comfortable shoes