

Research mission:

Product: morning routine for entrepreneurs

What kind of people are we talking to?

- Both men and women, mostly aged.
- Some are parents and majority, but all are entrepreneurs
- Adults, businessmen and women so do you have money
- Yeah, not tied to a particular location

Painful current state

- They're afraid of not finishing the daily job
- They are angry to them self as they don't do what they're supposed to do at the certain time which gave them anxiety
- The frustrations are not being able to control the mornings, leaving a feeling of being rushed, still doing anything but not the work that is to be done, Not being able to sleep well because they have to catch up the work that hasn't been done in the day, No matter how hard they work, and how many hours they put in it they can get ahead, constant, feeling of running out of time

Desirable dream state

- Do you want to remove anxiety from th their daily life
- Do you want to impress themselves in their business and make it successful
- Be more productive, and have the sense of accomplishment in the work they did, have time to do more things day like
- Be able to manage your mornings and finish work the previously day in eight hours in two hours
- In able to sleep well both in term of time and mind
- Get of all bad habits they have and are aware of

Value and beliefs

- Do you know they can't manage their time, our slow in their work, they you know the procrastinate as well
- They blame themselves for all of these
- The were and are still trying to solve the problem as they can, but adjusting some things but your procrastination and unnecessary activities still win over them
- He evolved the product is gonna work testimonies which will make emotions high as costume is quite the same, By visualizing and knowing it's possible for them to go as they know their roadblocks, majority of time they already know the solution, but the information are too much for them
- The respect of success entrepreneurs as as entrepreneur. We always respect someone who is higher than us
- As Entrepreneurs the value ambitious(always one more), resourcefulness(finding solutions to the roadblocks), organization(they will always value someone who is very organized and can finish work at time), adaptability (as always will adapt the time function of what do you have to do will value the persons who will adapt their mornings to finish their works), perseverance(at night before sleeping).