

Market Research-Better Me 28-Day Challenge

What people are we talking about?

Men or Women?

- Men
- Female

Aproximent age range?

- 13-60

Occupation?

- Weight loss training
- Working from home
- Dietary

Income Level?

- 15-60\$ per month with 100 million people, most likely millions per month or hundreds of thousands.

Geography Location

- People from home
- Warsaw, Poland

Painful current state

What are they afraid of?

- Being obese/skinny for the rest of their life
- Being Bullied
- Being alone

What are they angry about? Who are they angry about?

- They're angry about people who bully them from body shaming
- They're angry at themselves for having that unhealthy lifestyle and want to have a chance to prove to people that they can change
- They're made for how long progression takes. For example, people would get impatient losing/gaining 4 pounds per 2 weeks.

What are their top daily frustrations?

- Having no motivation to get up every day and having to commit to any weight loss journey
- Insecurities of people talking about you behind your back
- How they want the process to be faster

What are they embarrassed about?

- They're embarrassed about having all the fat/skinny on their body
- Feeling weak
- Being body shamed

How does dealing with the problem make them feel about themselves?

- Proud
- Happy
- Motivated
- Confident
- Strong
- Amazing

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

- Family, they're feel bad for them
- That they're fat/skinny
- The world would see the person as fat/skinny

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

- "I'm fat/skinny and I don't know what to do"
- "I'm tired of being made fun of or my family saying stuff about my weight and how I look
- "I let myself go, man. I need to do something about it."

Desirable Dream State

Who do they want to impress?

- Family
- Friends
- Crush
- Bullies

How would they feel about themselves if they were living in their dream state? -
What do they secretly desire most?

- Happy
- Confident
- Strong
- Handsome
- Energetic
- Self-love

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

- "I want to be able to master bodyweight exercises"
- "I want to prove to myself that I ain't the same"
- "I want my dream body by the end of this year"

Values and Beliefs

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

- That their journey ain't gonna be a cakewalk
- Their gonna have to let go of bad habits

Who do they blame for their current problems and frustrations?

- Bullies
- Themselves
- Bystanders

Have they tried to solve the problem before and failed? Why do they think they failed in the past?

- Trying not effective plans
- Lack of commitment

How do they evaluate and decide if a solution is going to work or not?

- Fall down they get back up
- Videos about its success

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

N/A

What character traits do they value in themselves and others?

- Resilience
- Never give up attitude

What character traits do they despise in themselves and others?

- Unmotivated
- Loneliness
- Stubbornness
- Careless

What trends in the market are they aware of? What do they think about these trends?

- Overpriced programs
- Potentially a waste of time