

MARKET RESEARCH TEMPLATE

Who exactly are we talking to?

Generally, What Kind Of People Are We Targeting?

- Men or Women?
both
- Approximate Age range?
25-65+
- Occupation?
Any
- Income level? Med-high
Med-high
- Geographic location?
wellington city

Painful Current State

- What are they afraid of?
not having space to entertain family and guests.
- What are they angry about? Who are they angry at?
angry at themselves for not having good outdoor space.
- What are their top daily frustrations?
Frustrated about the backyard being a shambles and not having a good entertainment area or a safe place for the kids to play.
- What are they embarrassed about?
their Terrible unusable outdoor area.
- 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?
Their problems were getting beyond them. People think their backyard is a dive and don't want to visit.
- If they were to describe their problems and frustrations to a friend over dinner, what

would they say?

Sally I'd like to start having more people over but our outdoor area isn't very inviting and kind of embarrassing.

- What is keeping them from solving their problems now?

Unsure of what they need/want.

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 have a functional outdoor area and a clean and beautiful space that we love coming home to.**

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- Who do they want to impress?

Family And guests they have over.

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

I feel delighted about the new addition to our home. we couldn't be happier with the results.

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

I really want to elevate the appearance of the space so that I have a nice area to entertain guests.

Values, Beliefs, and Tribal Affiliations

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

My husband and I bought a house that was extremely overgrown and needed help getting it cleaned up.

- Who do they blame for their current problems and frustrations?

**They blame themselves for neglecting their property.
We bought an overgrown jungle.**

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

We Tried to do it ourselves but it was just to much for us.

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

I had searched Google reviews for a long time before deciding on this company.

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

**Dan is professional, reasonable and he sends his own crew.
A lot of these landscaping companies don't even know who is doing the work for their own company because they sub out.
The crew was very responsive and made sure we were pleased with the job they did.**

- What character traits do they value in themselves and others?

I'm not really creative so I knew what I didn't want..not the easiest customer. Dan worked his magic. Totally blew me away and guess what it was done the proper way. **They are kind, caring, responsive, and professional to deal with.**

- What character traits do they despise in themselves and others?

**I'm not the easiest person to deal with, as I'm quite particular and picky about what I want, and within a reasonable timeline.
Their workers are rude and have no respect for others or other properties.**

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

A good project manager knows how to communicate with the client, and quickly resolve concerns. People know and value Good quality work when they see it.

- What "tribes are they a part of? How do they signal and gain status in those tribes?

i'm the host of the party tribe.

Look at my newly renovated house don't you love it? It's so good for entertaining.

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

[PASTE IMAGE HERE]

Couldn't attach pic

Name: husband and wife

Background Details

- 9-5 workers. Home owners

Day in the life:

- Works all week, hosts friends at home on the weekends