

# MARKET RESEARCH TEMPLATE

## Men's Clothing Brand

Who exactly are we talking to?

### Generally, What Kind Of People Are We Targeting?

- Men or Women? **Men**
- Approximate Age range? **20-35**
- Occupation? **Students/Graduates**
- Income level? **Medium**
- Geographic location? **Online**

### Painful Current State

- What are they afraid of? **Missing out on Gangsta clothes, not being in the COOL lookin group**
- What are they angry about? Who are they angry at? **Not finding a good looking piece of clothes**
- What are their top daily frustrations? **Waking up to the same Wardrobe everyday**
- What are they embarrassed about? **Not looking cool enough in front of everybody**
- 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? **So Awesome looking x2**
- If they were to describe their problems and frustrations to a friend over dinner, what would they say? **Man, I canNOT find a good lookin T's to save my life... I tried looking online,offline IG FB tiktok you name it cant find nothing... people are just not as good at designing stuff as they used to be.**
- What is keeping them from solving their problems now? **Fear of losing their money, product not looking good like it is online, not fitting, return policy** في حد راحت عليه فلوسه زيبي؟  
**مفیش ای احترام ولاتقدیر مفیش ای رد منهم ومعمله بدون احترام Bad customer Service**

## 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? **Wardrobe full of awesome cool looking clothes that suit their style**
- Who do they want to impress? **Themselves/Family/Friends/society**
- How would they feel about themselves if they were living in their dream state? - What do they secretly desire most? **Being the coolest looking Man alive**
- If they were to describe their dreams and desires to a friend over dinner, what would they say? **Yesterday I bought the COOLEST frickin Shirt ever... It has an AWSOME looking dragon on it... LOOK AT IT (shows pic on phone) looks soo cool, Im afraid to even wear it ima hang it on a wall**

## Values, Beliefs, and Tribal Affiliations

- What do they currently believe is true about themselves and the problems they face? **They are not Cool/Trendy enough/Impress Wife**
- Who do they blame for their current problems and frustrations? **Websites/Stores for not having good styles.**
- Have they tried to solve the problem before and failed? Why do they think they failed in the past? **No**
- How do they evaluate and decide if a solution is going to work or not? **Reviews written on the Ads, No. of page followers**
- What figures or brands in the industry do they respect and why?
- What character traits do they value in themselves and others? **Looking Sharp/Handsome**
- What character traits do they despise in themselves and others? **Looking ugly/uncool**
- What trends in the market are they aware of? What do they think about these trends?
- What "tribes" are they a part of? How do they signal and gain status in those tribes? **The cool tribe, the manly tribe, biker gang.**

## 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: Zack and Coby

Background Details

- 30 and 25 Years Old. They are very socially present and LOUD... Have a specific group of friends (Gang) and have a name for it (PunkRads)

Day in the life: Today they woke up special hand-shaked each other, got their guns around their waists, tied a Durag around their heads and rode their Harley Motorbikes into the sunset.