

MARKET RESEARCH TEMPLATE

Who exactly are we talking to?

Generally, What Kind Of People Are We Targeting?

- Men or Women? Any
- Approximate Age range? 30+
- Occupation? Not important, home or business owners
- Income level? Home or business owners
- Geographic location? UK

Painful Current State

- What are they afraid of? Not being able to support their family. Energy costs are becoming unmanageable.
- What are they angry about? Who are they angry at? Increasing cost of living, bills etc. Government, energy companies
- What are their top daily frustrations? Cost of living
- What are they embarrassed about? Not being able to have nice things and support their family
- How does dealing with their problems make them feel about themselves? Sense of achievement, proud and happy to provide for loved ones.
- What do other people in their world think about them as a result of these problems? Worried, not secure and doubt in ability to provide
- If they were to describe their problems and frustrations to a friend over dinner, what would they say? Struggling with day to day expenses, want to find a way to get ahead and make more money or cut out particular bills that are high

What is keeping them from solving their problems now? Lack of education, time to research, their expectation on the cost of solar. Lack of trust in solar companies and not sure how it works.

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? Comfortable, no worries about bills, being able to provide for family and buy them nice things and take them to nice places, holidays, christmases, birthday etc. Feeling very proud of themselves and loved ones being proud of what they have achieved and showing gratitude for their new fantastic life. Having

control over their energy usage and costs. Achieving energy independence and sustainability

- Who do they want to impress? Family, people that rely on them. Their tech savvy friends with tribal affiliation
- How would they feel about themselves if they were living in their dream state? - What do they secretly desire most? They would feel a sense of achievement and pride. They would be happy with the extra money they have and security for the people they care about
- If they were to describe their dreams and desires to a friend over dinner, what would they say? Financial freedom, living on their own time. Having money in the bank to go on holidays and give their family the life they want and deserve

Values, Beliefs, and Tribal Affiliations

- What do they currently believe is true about themselves and the problems they face? They believe it's out of their control, everyone is in the same boat so it is socially accepted. They think there is no escape and that's the way of life
- Who do they blame for their current problems and frustrations? Government, energy companies
- Have they tried to solve the problem before and failed? Why do they think they failed in the past? Have tried saving money but always dipping into fund, looked at money saving options online but never had the conviction to take any further due to lack of education
- How do they evaluate and decide if a solution is going to work or not? Main factors are cost and level of knowledge around the product, benefits etc.
- What figures or brands in the industry do they respect and why? E.ON, Octopus Energy, household names that are heavily advertised even though they know that they are crippling the country, they just don't know any different. It's not respect, it's more being reliant on them
- What character traits do they value in themselves and others? They consider themselves a provider and have all the intent to be successful and respected by their family. Have a sense of envy to men of same level that seem to be doing better financially
- What character traits do they despise in themselves and others? A reliance on the system, a sense of unpredictability with their outgoings and a sense of shame because they haven't found a way of making more money and have no savings or safety net
- What trends in the market are they aware of? What do they think about these trends? Energy bills are going up everywhere, conversation around cost of living can be heard from any public place and is a common subject within their community. They are not happy with their current state and need a way out
- What "tribes" are they a part of? How do they signal and gain status in those tribes? Deep down they are men who want to provide for their family and feel masculine and like a true breadwinner. Family happy, bills paid, holidays, kid clubs etc. They feel disappointed that they are being questioned by their partner, kids etc, about why they don't have their dream state currently. Want to be the MAN of the house!

Places To Look For Answers:

1. Your client's existing customers and testimonials No current testimonials
2. Your client's competitors customers and testimonials Over 10k reviews, rated 4.9 stars
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 "I worked out that mine would take well over 10 years to

cover the cost of the panels based on my energy usage even at today's silly rates"

- b. IG
- c. Facebook
- d. Twitter
- e. Reddit "From March to October the solar covers anything from half to all our daily usage. We use excess to charge the EV and heat water and then sell it back to the grid"
- f. Other Forums "Had Solar installed Sept 2024 and everything went very smoothly. I was kept informed at every stage and the actual installation was completed within a day. Now waiting for information to connect to the grid which also seems to be very straightforward"
- g. Amazon.com Reviews
- h. Yelp and Google Business/Maps Reviews "Very neat installation and they cleared up perfectly. Fantastic to see ZERO consumption from the grid"

Basic Avatar



Name: Andy Davis

Background Details: Andy has a recruitment firm, is a homeowner with 2 kids and a Wife. He drives a Tesla and is motivated by an eco-friendly, sustainable world. Has dabbled in the past with a few investment ideas, Forex etc. but nothing has made him consistent money. Wants to cut down on household costs with potential additional income but also have time with his family. Solar panels can provide additional income with very little effort on his side.

Day in the life: Andy gets up early, travels to his office, gets there earlier than anybody else. He looks at potential investment options whilst setting up his day. Never acts, "he's searching for the right one". Ultimately his day catches up and he puts all that to the bottom of his lists as he works throughout the day trying to keep his head above water. Works a long day, gets home to wife and kids, is too tired to dive deeper into previous research. Scrolls through his phone at night whilst sat down with wife after the kids have gone to bed, has an idea that he can save money with solar panels but has no education behind the product or its benefits therefore gets overwhelmed and says to himself he will "do it tomorrow". That never happens due to lack of benefits being promoted and average savings being shown.