

Permanent Jewelry

Who exactly are we talking to?

Generally, What Kind Of People Are We Targeting?

- Men or Women?
 - Women in University/College
- Approximate Age range?
 - 20-25
- Occupation?
 - any
- Income level?
 - Middle-class+
- Geographic location?
 - Hamilton, Ontario

Painful Current State

- What are they afraid of?
 - Expensive prices
 - “we ultimately decided the bracelets were not worth \$600-\$700”
- What are they angry about? Who are they angry at?
 - False advertising
 - “the sales associate convinced me that the real gold was worth the extra cost, promising that it would last and not change color... Fast forward to this past month: my ankle has turned black and green.”
- What are their top daily frustrations?
 - Inconvenience/waste of money
 - “Within a week of wearing them, all the items broke or fell apart”
 - Lack of customer service
 - “There is no customer service whatsoever when I dropped in yesterday”
 - “.she was very rude and dismissive, has very poor customer service skills.”
- What are they embarrassed about?
 - Not being able to afford the jewelry
 - “ I was thrilled until I ended up buying a permanent gold anklet for \$411.”
- 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?
- If they were to describe their problems and frustrations to a friend over dinner, what would they say?

- “The jewelry might look appealing, but it's far from durable or of good quality.”
- What is keeping them from solving their problems now?
 - They don't have a place nearby
 - “it's the only permanent jewellery place nearby; with the closest competitor being in downtown Toronto”

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?
- Who do they want to impress?
 - Friends - “My friends and I got permanent bracelets and we absolutely love them”
- How would they feel about themselves if they were living in their dream state? - What do they secretly desire most?
 - To have a shared experience/memory with someone important
 - “My daughter and I had so much fun with this experience. We chose matching bracelets and it was such a cool experience to share together.”
- If they were to describe their dreams and desires to a friend over dinner, what would they say?
 - “Hey, we've been good friends for a long time and I thought it would be cool if we got something to show how much we mean to each other!!”

Values, Beliefs, and Tribal Affiliations

- What do they currently believe is true about themselves and the problems they face?
- Who do they blame for their current problems and frustrations?
 - Managers
 - “had a really bad interaction with the manager Christina..she was very rude and dismissive, has very poor customer service skills”
- Have they tried to solve the problem before and failed? Why do they think they failed in the past?
 - Too expensive
 - “we ultimately decided the bracelets were not worth \$600-\$700”
- How do they evaluate and decide if a solution is going to work or not?
 - Checking the website
 - “SHE LOOKED INTO YOUR WEBSITE AND IT SAID GUARANTEED NOT TO TARNISH”
 - Going in person
 - “ I asked to see the permanent jewelry and the staff member told me to "look online." I acknowledged that I had to book online, but I wanted to see what the jewelry looked like before I booked. “
- What figures or brands in the industry do they respect and why?
- What character traits do they value in themselves and others?
 - “kind and the jewellery beautiful!”
 - “The studio was so pretty and welcoming, the vibe warm and”
 - “Such a happy environment and amazing jewelry.”
 - “the woman I dealt with so welcoming and upbeat”
- What character traits do they despise in themselves and others?
 - Dishonesty
 - “the bracelets do not appear as advertised in terms of thickness or quality”
 - Impatience/inhospitability
 - “She seemed cold and was very unfriendly”
- 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?

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: Kelsey Robertson

Background Details

- 20 years old, white, middle class, going to university

Day in the life:

- Kelsey wakes up, drags herself out of bed and gets ready for class.
- After getting dressed she leaves her student apartment which she shares with a few others to take the bus to school.
- On the way, she stops at starbucks for a drink.
- She goes throughout the school day taking otes in while in class and studying or socializing between classes
- Once school is done for the day, she hangs out with her friends for a while, going out when she has enough energy to do so
- Then she goes home, does some more studying when a test or exam is coming up and goes to bed