

# MARKET RESEARCH TEMPLATE

Who exactly are we talking to?

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

- Men or Women?
  - Both
- Approximate Age range?
  - All
- Occupation?
- Income level?
- Geographic location?
  - East Ohio/Western PA

## Painful Current State

- What are they afraid of?
  - Not being able to contact loved ones
  - Data being stolen
  - Cheap, fake parts
  - She saved me from replacing my laptop
- What are they angry about? Who are they angry at?
  - Loss of photos/data
- What are their top daily frustrations?
  - I had tried to 'wipe' my cell phone (to sell it) and ended up creating a paperweight.
- What are they embarrassed about?
  - My phone was thrown from the hood of a truck onto a busy street and run over by a car.
- 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?
  - Disruption to daily life
  - Social isolation
  - Financial stress
- If they were to describe their problems and frustrations to a friend over dinner, what would they say?
  - what kind of repair shop refuses any kind of repair ?

- At least want someone to take a look at their device, not get turned away
  - I rely heavily on my cell phone for business so it was important to get it back up and running
- What is keeping them from solving their problems now?
  - Lack of knowledge/equipment
  - Lack of time to solve/diagnose technical issues

## 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?
  - Wonderfully fast- a solid hour and a half before the estimated time it would take
    - Underpromise, overdeliver on repair speed
  - does it right the first time
  - Her shop is cozy, organized and clean
- Who do they want to impress?
- How would they feel about themselves if they were living in their dream state? - What do they secretly desire most?
  - "Oh I thought that would've cost MORE!
  - get it back in the same day
  - Device functions normally or better than normal
- If they were to describe their dreams and desires to a friend over dinner, what would they say?
  - pay a fair price and not get took advantage of
  - They called before fixing to make sure we wanted to fix the problems that were broke allowing us to decide
    - Repair/price transparency boost perceived trust and belief in service
  - explained everything to me as he was doing it
    - everything was explained in casual but professional terms

## Values, Beliefs, and Tribal Affiliations

- What do they currently believe is true about themselves and the problems they face?
  - something bad has happened to something expensive
- Who do they blame for their current problems and frustrations?

- Other shops
  - Themselves
  - Faulty device protection
- Have they tried to solve the problem before and failed? Why do they think they failed in the past?
  - Been to other competitors
    - Other shop couldn't fix/broke more
    - They don't get the desired level of service
  - Customer don't have the equipment/knowledge to fix
- How do they evaluate and decide if a solution is going to work or not?
  - Everything works like a dream
- What figures or brands in the industry do they respect and why?
  - CPR
    - Lots of reviews
    - Experienced/quick techs
    - Price transparency
- What character traits do they value in themselves and others?
  - Trustworthy, he did everything he said he was going to do... that means everything nowadays.
  - Very fast, efficient and friendly service
- What character traits do they despise in themselves and others?
  - Shady business, want transparency on price and service
  - Procrastination, hate to wait long for device repair
- What trends in the market are they aware of? What do they think about these trends?
  - Other places said it couldn't be done or it would cost 100's of dollars
    - They want someone to help affordably and quickly
  - company in the business of ripping anyone off...
    - Many shady shops in area, bad repairs, exorbitant pricing
- 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: Ed Dunohow

### Background Details

- Ed has been a trucker for 30 years. He works hard/long hours every day and leaves himself little time for leisure. He uses his cell phone to stay in communication with his family as he doesn't get much face time with them. He also must use his phone to be able to communicate with his business contacts when necessary. However, when it comes to technology he doesn't have a clue what he's doing. One day he found himself

in quite a pickle. When getting out of his rig, his phone fell out of his pocket and ultimately cracked his screen. He currently couldn't do anything about it, so he left it in his pocket and went about his day. Over time his device seems to deteriorate faster. What started as a small crack turned into a huge white bar across the right side of his device. Now his phone's utility is hindered as he cannot hear out of the earpiece and half of his screen is not functional.

Day in the life:

- Wake up, go to work
- Tries to punch in but frustratingly cannot, has to use someone else's phone
- Gets on the road, wife tries calling, cannot answer as phone is unresponsive
- Gets home, tries to pay bills, but cannot login, that part of the screen is not working
- Checks bank account, is broke, thinks about how much money phones cost, and disappointedly goes to bed.