

Handmade silver opal jewellery

MARKET RESEARCH TEMPLATE

Who exactly are we talking to? Middle age hip mums also younger crowd of cool teenagers

Generally, What Kind Of People Are We Targeting?

- Men or Women? **Women wear it but sometimes men buy it for them**
- Approximate Age range? **17 - 80**
- Occupation? **Anything**
- Income level? **Middle class to poor (Rich is the target)**
- Geographic location? **North Queensland, AUS**

Painful Current State

- What are they afraid of?
 1. **Having not dealt with you before, and having been scammed before with goods that doesn't resemble the ordered item**
 2. **Product breaking as soon as they put it on**
 3. **Product broken on arrival**
 4. **Not looking good**
 5. **We've all heard stories of a friend or relative buying off an online marketplace or e-commerce website only to receive an inferior or fake product**
- What are they angry about? Who are they angry at? Angry at the fact you buy products off the internet all the time and want to be able to trust every purchase
 1. **Necklace broke as soon as my girlfriend put it on**
 2. **Answer your email! Very poor on answering question regarding vat refund**
 3. **Payment for the ITEMS is made very hard with the setup they have**
 4. **One earring was broken. The stone came out of its setting while shipping. It was going to be a gift**
 5. **Service OK size of item smaller than expected - think it may be smaller than the size description. Expensive for what it was (Pictures of item being worn or next to another sized item)**
 6. **Fragile chain, unfinished extension chain on both the necklace and bracelet.**

Cheap looking

- What are their top daily frustrations?
 1. **Money burning hole in pocket?**
 2. **It's been too long since having bought a new product**
 3. **Husband missed my fucking anniversary?**
 4. **No shop to buy quality jewels in area**
 5. **Need local website where they can come see the product also**
- What are they embarrassed about?
 1. **Inferior product**
 2. **Not having something unique**
- 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?
 1. **They think it's a disaster and everyone should drop everything to fix their problem or all hell will break loose with a review on the website or worse social media.**
- If they were to describe their problems and frustrations to a friend over dinner, what would they say?
 1. **Now I not only have TWO engagement rings (as we got a disagreement about the colour of the stone and she totally helped him with it being sweet and proactive)**
 2. **I want to buy a new piece of jewellery but im just not sure**
 3. **I haven't seen anything new around**
 4. **Nothings really catching my eye lately**
 5. **I just want to spend some of this money in my bank**
 6. **I love spending money on quality products but i'm afraid to be ripped off again**
 7. **Are your opals real? Will I receive what I pay for? How do I know if this is the best price I can pay?**
- What is keeping them from solving their problems now?
 1. **And especially for your effort working with me to turn mental ambiguity into concrete perfection**
 2. **Someone hasn't been answering their questions**
 3. **Either a lot of businesses are too busy or just dont care about customer satisfaction**

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?
 1. **Thank you so much for your promptness, patience, input and follow ups. And especially for your effort working with me to turn mental ambiguity into**

concrete perfection.

2. I get compliments on the ring and necklace daily.
 3. I can not stop looking at it. It is so beautiful the way the colours come out when the light hits the stone. The setting is a piece of work too, the design and craftsmanship of the silver is outstanding
 4. it's far exceeded my expectations
 5. Very good experience, items were exactly as pictured and advertised.
 6. I was lucky enough to stumble across Jane Finch's jewellery on instagram and then at the Fitzroy Rose Market
 7. customer service is incredible
 8. My friend and I were visiting the town and stumbled on this store. We have been searching for opal rings for a while, and we both found our dream opal rings here! Great quality, price and design
 9. Concrete evidence that the product will not be inferior
 10. No ambiguity towards purchase
- Who do they want to impress?
 1. Their friends
 2. Make not friends envious
 3. Anyone who noticed them
 4. They want their retirement piece
 5. Makes themselves happy every time they look at it
 - How would they feel about themselves if they were living in their dream state? - What do they secretly desire most?
 1. They want to have the newest and most unique piece of jewellery.
 2. Loaded with silver and gold
 3. People notice how much im worth
 - If they were to describe their dreams and desires to a friend over dinner, what would they say?
 1. I want to be in a world that increasingly values clarity and certainty, i want everything clean and new and unique and personal for me. I want to feel like everything was made for me, secretly.
 2. I love spontaneously bumping into an amazing artist at a market and being able to spend a bunch of money or just scrolling through instagram or facebook and exactly what i have been thinking about just pops up right there its so weird?!

Values, Beliefs, and Tribal Affiliations

- What do they currently believe is true about themselves and the problems they face?
 1. They believe it's possibly the biggest thing that will happen in their lives at that time until they are able to fix it, shopaholics?
- Who do they blame for their current problems and frustrations?

1. The youth
 2. The youth blames the elderly
 3. Meet them in the middle something for everyone
- Have they tried to solve the problem before and failed? Why do they think they failed in the past?
 1. “Of course I have tried to solve the problem but it's always better when it just sorts itself out and you don't have to put any effort to get it”
 2. It failed because i didn't try and expected it to be sorted out for me
 3. I went looking at the markets and scrolled for hours on the internet
 - How do they evaluate and decide if a solution is going to work or not?
 1. Reviews
 2. Word of mouth
 3. Trust
 4. Instinct
 - What figures or brands in the industry do they respect and why?
 1. Black star opal
 2. Australian opal
 3. Australia produces 95% of the worlds opal
 4. Argent silversmiths
 - What character traits do they value in themselves and others?
 1. Timeless style
 2. Unique
 3. Inquisitive
 4. A little bit experimental but not crazy
 - What character traits do they despise in themselves and others?
 1. Mainstream
 - What trends in the market are they aware of? What do they think about these trends?
 1. Whatever is in front of them?
 2. Whatever feels right at the time
 3. A Lot of people are either gold or silver wearers not normally both
 4. Some sort of influencer types on instagram would catch their attention
 - What “tribes are they a part of? How do they signal and gain status in those tribes?
 1. Housewives (traditional) - not working havent had to work for years husband looks after them, plenty of extra money
 2. Being young and a bit stranger than the cool girls (not in the main group, don't have to fit in with popular girls) but will end up much cooler people later.

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:

Wendy/Mary

Background Details

- **Wendy/Mary is a stay-at home housewife (of course) with a big friend group of other stay at home mums/new grandmas, young and hip grandmas..**

Day in the life: Wake up, blessings to the universe, straight to cafe (maybe some granola first), check in, kiss the girls on both cheeks, order flat white, sourdough toast with butter and honey, talk about the latest gossip what sally did to susan, oh there's a market on today we must go girls (must be at every market for the best fresh veg), spot a handmade silversmith market remembering that i had wanted an opal ring for ages! Spend \$400 of the husbands money, head to cafe for lunch, show off the new opal to all the girls, post, tag everyone, review it of course (that's what every good white woman does..) head home to get some dinner out, show husband

what I/He bought, hes stoked of course couldn't be happier to add it to my other 150 other pieces of jewellery, bang him for the privilege.

-