

<https://www.kibeastudio.com/>

Market research

Who are they?

Women and men from 25 - 60

Lovers of relaxation

Where are they?

They look for massages in Plovdiv in the Google search engine

Avatar 1, Georgi, Malina, 45



-feels pain in a certain area of the body

Avatar 2, Bogdan, Monica, 25



-wishes to relax from the stressful and tense everyday life

Avatar 3, Hristo, Alexandra 25

- an athlete who experiences frequent strains

Criteria/beliefs for judging whether the experience will be good

-The atmosphere/setting

- to be cozy, pleasant, relaxing, relaxing, favorable, welcoming, quiet, comfort

-stylish, modern furniture

-good, positive energy, energizing positive

- Music

- pleasant

- the oils he uses

– clean, invigorating

-the massage/result

– healing

– pain reliever

– relaxing

– anti-cellulite – long-lasting effect

-aroma massage

- pneumatic massage

- the hygiene and cleanliness in the studio is excellent

- the masseuse must be professional, knowledgeable,

– to put the good health of its customers first

- to work from the heart with a lot of love devoted to his profession

–attitude, diligence, knowledge, positive energy.

-the price is good compared to the competition/their previous experiences

- variety of massages
- booking an appointment is easy and fast
- years of experience/internship
- the Google reviews
- possibility of parking/easily accessible

Desired state

- I feel reborn, melted, younger, recharged, rested, full of energy, revived
- they feel even more beautiful and comfortable in their body
- my pain decreased, relieved from the pain
- I'm relaxed
- recovered from daily stress
- you saved me from pain and tension, I am very happy

In lymphatic drainage massage with a device

- The lymphatic drainage procedure is very useful for health, and the aesthetic effect is an added value to all its benefits. Tightening and reduced centimeters are the visible effect, but the real benefits are felt as tone, energy and the feeling that you are healthy!
- The effect: tightening and gathering of the muscles, even of the abdomen, lightening of the legs, increased mood, etc.

Current status

- stiff/in pain/tired/down
- headache
- wants to relax, unload, simply relax
- he finds it difficult to find a good massage
- stressed by the hectic everyday life

Previous experiences

- have been to many different massage studios
- massages without effect/light massages/light pressure

Situations

For a short time in the city

I was with relatives

I use healing massage for pain

I live in/near this neighborhood

Sportsman

I want to surprise a loved one

A demanding customer

Professional in the medical branch – doctor

Beliefs

- hard to find a good massage
- it's about taking care of their health and beauty
- they deserve a pampering experience from time to time

Awareness level 3

Sophistication level 5