

MARKET RESEARCH FOR A CAR WASH

Who exactly are we talking to?

Who is Your Avatar?

What kind of people are we talking to?

Men or Women?

- Majority of Men

Approximate Age range?

- 18-45

Occupation?

Regular 9-5 AND Businessmen

Income level?

25k - 80k

Geographical location?

Pakistan, Lahore City

Painful Current State

What are they afraid of?

Most people are afraid of the car wash rep scratching the car paint with a dirty cloth which degrades the resale value of the car. Once a car is cleaned, they tend to avoid dirtying the carpet which is a hassle to clean by oneself without proper equipment. They are afraid of getting the car dirty again and smelling.

What are they angry about? Who are they angry at?

They are angry at the dust that is everywhere in this city that settles on the car within 2-4 days. If it rains, the water leaves its mark on which the dust settles making the car look worse.

What are their top daily frustrations?

Daily removal of the dust with a cloth before going on a trip (Pollution).

Traffic.

Difficulty in keeping their car clean. An unclean ride leaves a bad impression on their personality especially whether you're meeting a client or either going out with your friends.

What are they embarrassed about?

They are generally embarrassed about the car smelling bad if they have to pick up their peers and people who're working on Uber or services like these, are affected by it as the customer will leave a bad review. Most people don't know how to keep their rides neat and clean.

How does dealing with their problems make them feel about themselves?

They feel happiness and a sense of confidence riding in their shiny car/ride after a fresh wash. A feeling of newness brings a smile to one's face. The car gives a feel of brand new smell and look.

What do other people in their world think about them as a result of these problems?

A general notion has been built - rightly so - that an unclean car reflects the man's hygiene and personality. They look *too lazy* to keep their environment and personal belongings clean.

If they were to describe their problems and frustrations to a friend over dinner, what would they say?

If they were to describe their problems to a friend over dinner they would say *"Its so hard to maintain a car, especially in a polluted city like Lahore. I usually spend 2k (\$7.2) per month just for the general service. I have to pay extra for detailing. Along with this, the daily fuel cost is too much of a financial burden."*

Desirable Dream State

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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?

They would love to have a car that stays clean and shiny without the constant struggle of dealing with dust and grime. They desire a solution that doesn't burden their finances with frequent visits to the car wash station. Peace of mind and an enhanced image of the owner of the vehicle

Who do they want to impress?

They want to impress:

- Themselves
- Friends
- Clients and Business Association

- Family Members
- Passengers

How would they feel about themselves if they were living in their dream state?

They would feel *CONFIDENT, PROUD, RELIEVED, ACCOMPLISHED, RESPECTED*.

Overall feeling of contentment and a clean environment usually fosters productivity.

What do they secretly desire most?

They desire to have effortless maintenance, financial relief and simplicity in maintaining their vehicle. Deep down they seek to feel more confident and proud of their vehicle.

If they were to describe their dreams and desires to a friend over dinner, what would they say?

"You know, I've been thinking of how difficult it is to keep a car clean. I constantly worry about keeping it clean. Its such a hassle and I've been spending way more time and money on it. I just wish there was a solution to keep the car clean effortlessly and cheaply. Cleaning the car myself is exhausting and costs me too much of my time "

Values and Beliefs

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What do they currently believe is true about themselves and the problems they face?

Who do they blame for their current problems and frustrations?

Have they tried to solve the problem before and failed? Why do they think they failed in the past?

How do they evaluate and decide if a solution is going to work or not?

What figures or brands in the space do they respect and why?

What character traits do they value in themselves and others?

What character traits do they despise in themselves and others?

What trends in the market are they aware of? What do they think about these trends?