

Research Template

Target Market

- What kind of person is going to get the most out of this product?

People are starting to look at water much like a new gold rush

- Who are the best current customers, with the highest LTV?

Farmer with harder to find water like on the desert

- What attributes do they have in common?

Avatar

- **Name, age and face.** This makes it much easier for you to imagine them as a real, individual person.

Chris Burn 54 year-Old

- **Background and mini life history.** You need to understand the general context of their life and previous experience.

He farmer and live in Fresno City with he wife and 2 daughter

- **Day-in-the-life.** If you can get a rough idea of what the average day in their life looks like you will be able to relate more easily to them.

He was forced to leave hundreds of acres unplanted because there is simply no water for him crops.

- **Values.** What do they believe is most important? What do they despise?

being able to protect he family

- **Outside forces.** What outside forces or people does the Avatar feel influences their life?

Current State

- What is painful or frustrating in the current life of my avatar?

Not being able to protect he family

- What annoys them?

When he saw his family feel thirsty

- What do they fear?

He felt powerless because there was nothing he could do to protect the ones he cared for most

- What do they lie awake at night worrying about?
- How do other people perceive them?
- What lack of status do they feel?
- What words do THEY use to describe their pains and frustrations?

Dream State

- If they could wave a magic wand at their life and fix everything, what would their life look like?

Have a clean, non disturbed water supply without restriction

- What enjoyable new experiences would they have?
- How would others perceive them in a positive light?
- How would they feel about themselves if they made that change?
- What words do THEY use to describe their dream outcome?

He didnt want put his wife and his daughter in a similar situation again

Roadblocks

- What is keeping them from living their dream state today?

a cost of more than \$300,000 for a single well for drill down 1000 feet or more

- What mistakes are they making that are keeping them from getting what they want in life?
- What part of the obstacle does the avatar not understand or know about?
- What is the one key roadblock that once fixed will allow them

to move forward toward their dream outcome?

Solution

- What does the avatar need to do to overcome the key roadblock?
- “If they <insert solution>, then they will be able to <insert dream outcome>”

A portable water generator, which extracts water from the air
This device is being used with great success in the military sector by armed forces from seven countries,

including the United States, India, France and Mexico...to produce drinking water in conflict zones...in the

hottest and driest of environments mostly in the desert.

The device is based on a simple condensation principle. It sucks in humid air and cools it down, much like an air conditioner, but a lot more efficient...and transforms it into drinkable water.

Product

- How does the product help the avatar implement the Solution?
- How does the product help the reader increase their chances of success?
- How does the product help the reader get the result faster?
- How does the product help the reader get the result with less effort or sacrifice?
- What makes the product fun?
- What does your target market like about related products?
- What does your target market hate about related products?

The device had to be incredibly cheap to build – I was already over my budget with the research, the trip and everything.