

Research Template

Target Market

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

A person who works all day comes home and wants to calm themselves with a nice cool drink. Or Mothers who after a long day of handling kids sit to take a break with refreshing drinks. And people who want to quit drinking alcohol. Also teens/gen z.

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

Moms who shop at amazon and people working in offices, by which having money.

- What attributes do they have in common?
 - **They both suffer from tiredness after a long they of work.**
 - **They all calm themselves with a nice drink.**

Avatar

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



Mike(Michael), 36 years old, family dad

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

experience.

- **Lived in Carmel By The Sea, CA, his whole life**
- **Being small city his life wasn't that interesting**
- **He grew up helping his parents, in their small business, which would soon become his.**
- **He even married there and had kids, not moving out of the city.**
- **After getting the business in his name, he tried to do everything possible to make it grow, because it was soon to die.**
- **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.
 - **His life starts at 10 am after waking up from a long day of work,**
 - **He gets something to eat, on the way to work and notices how his kids go to school, worrying that in his mind that he won't notice how they grow.**
 - **When he gets to his working area sits on his chair, and starts calling everybody, trying to make ads**
 - **However, as he went home after long hours of work 12 to be exact**
 - **He sees that the kids and the wife are already sleeping as it is 00:00 am now.**
 - **Lying down on his bed, not being able to sleep because of his worrying...**
 - **He starts to blame himself for everything, questioning if something he does is important.**
- **Values.** What do they believe is most important? What do they despise?
 - **He believes his family is the most important, he is trying to do everything to give the most to their kids.**
 - **He ignores the fact that the time is ticking and the kids would soon be adults living their lives without**

their dad around.

- **Outside forces.** What outside forces or people does the Avatar feel influence their life?
 - **S.M. influences his life,**
 - **Friends,**
 - **S.M. Celebrities.**

Current State

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

I feel like every day, for basically the entire work day, i'm at a 'low' level of anxiety, which can go higher depending on how the day goes.

- What annoys them?

What if situations worsen at both ends, pressure at work for meeting timelines and family blaming for not having quality time, what you work for and what you get are no way related, where is growth development...,all those stuff

- What do they fear?

Past this, i worry in advance for things coming weeks or even months for my job. A tough month, coworkers off, whatever.

- What do they lie awake at night worrying about?

I also worry the new one will have different, still stressful/anxiety-provoking challenges.

- How do other people perceive them?

Positive self-talk. I remind myself that I can do it, usually that I have done it.

- What lack of status do they feel?

family blamed for not having quality time, what you work for, and what you get are no way related,

- What words do THEY use to describe their pains and frustrations?

'low' level of anxiety, not healthy, stressful/anxiety-provoking challenges, how do I handle it? I have to 'do it again tomorrow

Dream State

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

Their mental health would be good as they would not suffer from anxiety or depression.

- What enjoyable new experiences would they have?

They would be able to focus on themselves.

- How would others perceive them in a positive light?

Their family would not blame them but love them and respect them.

- How would they feel about themselves if they made that change?

They would feel confident about themselves, and that they were able to accomplish and solve their problems.

They would finally feel accomplished and would live calmly knowing that they have accomplished something in their life.

- What words do THEY use to describe their dream outcome?

Strong, happy, successful, and accomplished.

Roadblocks

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

The suffering work is keeping them from achieving their dream state, also they don't know how to escape

- What mistakes are they making that are keeping them from getting what they want in life?

They are thinking in the wrong direction to solve the issue, their thoughts are using alcohol, marijuana, and pills, instead of working out and taking breaks.

- What part of the obstacle does the avatar not understand or know about?

They don't understand that their body needs to take a break sometimes and that drugs or alcohol is not a solution.

- What is the one key roadblock that once fixed will allow them to move forward toward their dream outcome?

It is body and mind rest: working out, but also taking breaks * because the brain needs it.

Solution

- What does the avatar need to do to overcome the key roadblock?

They need to start doing breaks to be able to work out, by that making their body and mind stronger.

“If they start doing breaks on the job and start to work out, then they will be able to Their mental health would be good as they would not suffer from anxiety or depression.”

Product

- How does the product help the avatar implement the Solution?

The product helps the person to recover their minds faster and calm down on their brakes.

This drink is soooo good! There are only 15 calories in a can but the drink almost feels frothy, almost like a creamy black cherry. It's a very nice way to enjoy a small break from life. And it does boost my mood - not quite like caffeine, but just perfect, a lovely calm, cool and collected content is how I feel right now after just having my Recess break!

These really are calming at the end of a stressful day.

- How does the product help the reader increase their chances of success?

The product increases the chances by helping them recover faster on their breaks and workouts.

- How does the product help the reader get the result faster?

Without the product, the person would recover 2x slower, but with the product, it's the opposite, and also it may have a placebo effect because the people who used it say that it helped them calm down but the product doesn't contain any calming substances: narcotics, alcoholics

- How does the product help the reader get the result with less effort or sacrifice?

It's mostly that they would take more time on recovery so they would spend more time, but with they would spend 2x less time and effort.

- What makes the product fun?

The flavors it has, taste, and design, that this is not the only product provided for the same reason, also: powders for shakes,

- What does your target market like about related products?

The market likes that what vitamins 'tis providing, and their function of calming the person. Which can also be used instead of alcoholic beverages.

I am obsessed with recess. I love the flavors that have magnesium and this is the best one for me! It's relaxing to drink and I love having this instead of alcohol to wind down.

- What does your target market hate about related products?

The market hates the price, the customer service: no refund, also the low quality product that may come damaged.

It is pricey

Not sure what happened but half of the cans in the case came completely damaged and the seller does not offer a replacement or a return

I bought this as a quick non alcoholic alternative, something we could grab quickly to take to a friend's house instead of beer or wine. It tastes fine, not too sweet, well balanced. However I think that the headline about it being a calming beverage is incorrect. This product contains Ginseng, which is known to boost energy levels. Both myself and my husband found it extremely challenging to sleep after consuming. The marketing should probably be more as a energy drink and not "calming." We have taken to drinking them in the morning to use up the rest of our product but will not purchase again as we were looking for a truly calming effect.

This is my second order of this drink. I had no issues with my first order. I started to get bad gut wrenching pain after drinking it and noticed some dark material on the bottom. I reached out to customer service but they said they can't find my order. I repeatedly asked if I needed to toss the rest of the cans but still no response.

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A person who works all day comes home and wants to calm themselves with nice cool drink. Or Mothers who after long day of handling kids sit to take a break with refreshing drink. And people who want to quit drinking alcohol

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

It's not about the membership plan, you need to explain the type of people who will get the most out of people. For example, THE PEOPLE WHO ARE IN A CORPORATE JOB WITH MONEY TO BUY, AND TEENAGERS WITH THEIR POCKET MONEY something like this The people who have subscription buying the product every month as in.

- What attributes do they have in common?

They all complain about the price but overall like the product.

Avatar

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

You need to be more brief about his attributes here Mike, 36, weak has mild myokymia

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

So they have been trying to make their business to escape from 9 to 5 slavery., Aafter working on their businessbusniess a while, startsstarting to see improvements. Tthey continued to do their work but noticed that without proper rest, their body is not liking the process, imagine a work that lasts 10 to 12 hours without a single minute of rest. This is not necessary to add *Not counting the bathroom & eating.

- **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.

His day in the life is Hhe wakes up somewhat late after long hours of work tired, gets something small to eatit and goes to work space to then sit trying to make something out but can because the brain is too tired after working for almost a day of work while getting small amount of sleep. After again long time of working they go back trying to have time with their family but just can't.

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

They believe their family is the most important, they are trying to do everything to give the most to their kids.

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

He feels influence by other people on internet.

Current State

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

They lack energy and nerves to do what they have to.

- What annoys them?

That they can not do much in a day even though working all day long.

- What do they fear?

They fear not being able to get to their goals at the end on their death bed thinking that they could not accomplish anything.

- What do they lie awake at night worrying about?

They lie to themselves that they are doing something productive.

- How do other people perceive them?

They perceive him as a weak person who can not achieve his goals.

- What lack of status do they feel?

They feel lack of respect and reliability from others.

- What words do THEY use to describe their pains and frustrations?

Give up, I can't, Tired, and weak.

Dream State

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

They would not live in fear anymore having stable

income of their work where they could spend their life with the family.

- What enjoyable new experiences would they have?

They could see how the kids grow up, be around them at that time.

- How would others perceive them in a positive light?

They would perceive him as successful family dad, who is around their family anytime.

- How would they feel about themselves if they made that change?

They would finally feel accomplished, and would live calm knowing that they have accomplished something in their life.

- What words do THEY use to describe their dream outcome?

Strong, happy, successful, and accomplished.

Roadblocks

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

Alcohol: wine

- What mistakes are they making that are keeping them from getting what they want in life?

They work too much while having no break, which is why they don't feel good after, and want to just go home or hang out, be away from work.

- What part of the obstacle does the avatar not understand or know about?

They do not understand what they can do to have their mood in place, after getting from work not able to do much, tired of everything.

- What is the one key roadblock that once fixed will allow them to move forward toward their dream outcome?

It is their mind and tiredness, if they could solve the issue they can make their business grow, but before they just can't.

Solution

- What does the avatar need to do to overcome the key roadblock?

They should either have brakes in work, or use products to give them energy.

- "If they <insert solution>, then they will be able to <insert dream outcome>"

IF they could have brakes while working, THEN they will be able to make their business rise.

Product

- How does the product help the avatar implement the Solution?

It helps the recover faster physically and their mind also on their brains brakes.

This drink is soooo good! There are only 15 calories in a can but the drink almost feels frothy, almost like a creamy black cherry. It's a very nice way to enjoy a small break from life.

And it does boost my mood - not quite like caffeine, but just perfect, a lovely calm, cool and collected content is how I feel right now after just having my Recess break!

These really are calming at the end of a stressful day.

- How does the product help the reader increase their chances of success?

It grants them energy as well as relaxes them mindly, which gives them a source to work in their business the grow it to be able to be financially independent but not go to another 9 to 5.

My husband and I are blown away by how good these are. We will definitely be serving these at dinner parties as alcohol alternatives for guests.

- How does the product help the reader get the result faster?

It gives them a relief of energy and clear their mind of "mild anxieties"

- How does the product help the reader get the result with less effort or sacrifice?

Without the product he would have lose more time on recovery than working however with this product the time shortens.

- What makes the product fun?

The flavours it can provide to the consumer.

I liked the flavor of the different recess drinks.

- What does your target market like about related products?

The market likes that what vitamins 'tis providing, and their function of calming the person. Which can also be used instead of alcoholic beverage.

I am obsessed with recess. I love the flavors that have magnesium and this is the best one to me! It's relaxing to drink and I love having this instead of alcohol to wind down.

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