

Market research is below in the 2 page.

SL: Save more time for the things you love

Hi Name,

Do you spend a lot of time on cooking? Wasting 1-2 hours on one meal isn't the best choice you have.

You can get pre-made healthy and delicious meals of your choice for you and your family.

The best part? You only need to spend 15 minutes max on your meals to prepare from now on, which means 45 minutes max for 3 meals instead of 2+ hours every day.

I haven't finished yet, you don't have to buy groceries anymore either, because everything you need will be on your doorstep every week, and now you saved even more time and money.

Now, you have much more time to spend with your loved ones and for your hobbies.

Choose your meal plan here

Market Research Template

Who exactly are we talking to? Women who are thinking of subscribing to a meal kit service

What kind of people are we talking to?

- Men or Women? Women
- Approximate Age range? 25-35
- Occupation? All occupations
- Income level? \$3000+
- Geographical location? Everywhere

Painful Current State

- What are they afraid of? They fear wasting money on meal kits and subscribing to a company that doesn't make them tasty food.
- What are they angry about? Who are they angry at? They are angry about the expensive price that companies charge for their subscription.
- What are their top daily frustrations? Making a proper meal and not wasting food.
- What are they embarrassed about? Nothing. I didn't see anything in testimonials and Reddit talking about embarrassment.
- 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? They are feeling stuck and confused. Should I subscribe? Is it worth it? Other people think they are wasting money and should make their own food if they have the time.
- If they were to describe their problems and frustrations to a friend over dinner, what would they say? I am looking to subscribe to a meal kit service, I don't want to waste food and time, and I heard that when you subscribe to these meal kits you won't have leftovers.

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 and feel like? They want tasty food that isn't expensive and easy to make.
- Who do they want to impress? No one.
- How would they feel about themselves if they were living in their dream state? - What do they secretly desire most? Tasty food, no leftovers, no money wasted. They will feel happy and comfortable.

- If they were to describe their dreams and desires to a friend over dinner, what would they say? I started a meal subscription with a company, and the food just arrived today. It tasted very good, and there were no leftovers.

Values and Beliefs

- What do they currently believe is true about themselves and the problems they face? They believe that they waste food and can't make a delicious meal.

- Who do they blame for their current problems and frustrations? They have frustrations but they don't blame anyone.

- Have they tried to solve the problem before and failed? Why do they think they failed in the past? They try to make a good meal without wasting money, time, and leftovers but couldn't make it. They feel that they have to fix the problem and choose the easiest path.

- How do they evaluate and decide if a solution is going to work or not? Ask about prices, and look for companies who provide the service and compare them.

- What figures or brands in the space do they respect and why? No one.

- What character traits do they value in themselves and others? Time, they value their time and taste.

- What character traits do they despise in themselves and others? Being lazy, and not having the skill to make good food.

- What trends in the market are they aware of? What do they think about these trends? They are aware of the people who are ordering and trying meal kit services. And they are questioning whether are they really worth it.

I got these answers through searching on Reddit, and top player testimonials.