

Research Mission

Context:

I have decided to do market research on Qualia Mind (*The Scientifically-Balanced Focus Pill*) which claims to help people focus. I will be using mainly Amazon.com to gather my information but will also look at other platforms such as YouTube and Reddit.

What kind of people are we talking to?

Men or Women? And Approximate Age Range?

This product mainly targets individuals from both genders between the ages of 20 and 55.

Occupation?

Their occupations vary depending on their age however they are mainly high-intensive, creative jobs that require peak focus to ensure that mistakes are kept very low and deadlines are met.

Income Level?

I would say that the income level is between £40,000 to £70,000.

Geographical Location?

The intel from Amazon leads me to believe that the Geographical location for this product is mainly the United States of America.

Painful Current State

What are they afraid of?

Afraid of not being productive enough to complete the tasks that they have lined up for themselves. They are scared of making mistakes in a fast-paced environment with loads of work and challenging deadlines.

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

Some people may feel angry at themselves for not being able to complete tasks on time due to a lack of motivation or focus. They may also be angry about not being able to use their time effectively.

What are their top daily frustrations?

Taking longer than is needed to complete a task supplied to them by their work or a teacher. This could be caused by a lack of focus.

What are they embarrassed about?

Embarrassed about not completing tasks as effectively as their other colleagues are. Not being able to come up with creative ideas.

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

Makes them feel like they're doing something that is helping them overcome this roadblock. It creates a positive energy inside them that can be used to self-motivate themselves into doing more of their daily tasks more creatively and efficiently.

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

If I put myself into the shoes of the person talking to their friend, I would say something along these lines:

"George, there is this problem that has been troubling me for the past month. I have come to realise that I lack creativity and lately, I am less focused and see myself completing tasks that take 10 minutes in 30. I'm frustrated at the amount of motivation I have to complete things and the amount of times I zone-out is just not acceptable."

Desirable Dream State

If they could wave a magic wand at their life and change it immediately into whatever they wanted, what would it look like and feel like?

If they were to magically change their life it would be the polar opposite of their current state. The persona that they want to be in the dream state is always ready for what the day has to offer and is super focused on completing this particular task to the best of his or her ability. The person rarely zones out and still has motivation left over to do other things like work out or go for a swim.

Who do they want to impress?

For most people, it's their employer or boss or even their teacher. For others, they want to impress themselves. They want to prove to themselves that they can become an unstoppable force, a force that people can rely on to come through.

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

They would feel empowered and capable of doing anything they focus their mind on. They would feel more creative and able to bring creative ideas to the table. Their mind would feel more clearer and able to think more effectively. All in all, they would be able to use their greatest asset to its limits.

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

If I were that person who is describing to a friend, I would say something like this: *"George, I look at myself in the mirror and what I see is not what I want. I want to be someone who is remembered for the creative ideas that they bring to the table. I want them to essay that this (man/woman) was hyperfocused in completing any task we through at (him/her) with absolute precision. I want my mind to be like a sunny, clear day instead of dull and foggy."*

Values and Beliefs

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

These individuals believe that they require more energy and focus in their day to stay at their optimal version for longer. They believe that their problem results in them not having enough energy or motivation to do things. They feel easily distracted.

Who do they blame for their current problems and frustrations?

They blame themselves for not having the right motivation, focus, and creativity that they would like to have.

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

From the reviews I have read, a few people have tried different brain supplements to help with their focus or become more aware and creative by removing brain fog. However, none of the other products they have tried show them the results they are looking for. I think they failed in the past because they may have been using a product that was well-marketed but did not have results or the previous products may have not had clear instructions for the use.

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

They mostly opt-in for a free trial, buy a product that has a “money back guarantee” clause in the terms and conditions or look at the product reviews to see if people have been gaining results. If they feel like they are not getting the best out of the product, they just move on to try something different or return the product for a refund.

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

They respect fitness and brain health brands such as NooCube, MindLab, and of course Qualia Mind. In addition to this, they may respect music platforms such as Spotify as this can help their mood change and acquire an extra level of “fire blood”, and fitness brands such as gym shark or whey protein.

What character traits do they value in themselves and others?

They value hard work, honesty, generosity, attention to detail, creativity, and flexibility.

What character traits do they despise in themselves and others?

They despise, laziness, dishonesty, disrespect, arrogant, irresponsible, inflexible, and unhealthy.

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

I would say that more and more people are becoming aware of these brain supplements that are used to enhance their brain health. However, people are still

“playing it safe” when it comes to buying as some don't work and have negative effects which could lead to future problems.