

Market Research Template

Who exactly are we talking to?

What kind of people are we talking to?

(FARGO SKIP LTD)

(1) Men or Women: Both men and women.

(2) Approximate Age Range: Primarily adults aged 25–60

(3) Occupation: Homeowners, business owners, construction workers, contractors, landscapers, renovators.

(4) Income Level: Middle to upper-middle income levels

(5) Geographical Location: Predominantly urban and suburban areas with active construction, renovation, or large-scale cleaning projects.

Painful Current State

Character:

1. What are they afraid of?

- Costs spiraling out of control.
- Fines or legal issues due to improper waste disposal.
- Environmental impact and not complying with local waste management regulations.

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

- Inefficient, unreliable, or overpriced skip hire services.
- Bureaucratic delays and complicated regulations.
- Poor customer service from skip hire companies.

3. What are their top daily frustrations?

- Scheduling and logistical hassles of arranging skip drop-off and pick-up.
- Unclear pricing and hidden fees.
- Space constraints and placement issues of skips.
- Dealing with the permits and compliance with local laws.

4. What are they embarrassed about?

- Messy and cluttered premises due to delays in waste removal.
- Not understanding the regulations or processes involved in skip hiring.

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

- Overwhelmed and frustrated.

- Inefficient and disorganized.
- Concerned about their environmental footprint.

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

- They might be seen as disorganized or careless.
- Perceived as not environmentally conscious or responsible.
- Viewed as having poor planning skills.

Desirable Dream State

Character:

1. What would it look like and feel like?

- Seamless, cost-effective, and hassle-free waste disposal.
- Clear, transparent pricing with no hidden fees.
- Prompt and reliable service with easy scheduling.
- Environmentally friendly and compliant waste management.

2. Who does he want to impress?

Neighbors, clients, business partners, and regulatory authorities.

3. How would he feel about himself?

- Organized, efficient, and environmentally responsible.
- Confident in managing their waste disposal needs.
- Respected by peers and community.

4. What does he secretly desire most?

- A trustworthy and reliable skip hire service.
- A stress-free process from start to finish.
- Assurance that their waste is being managed in an environmentally responsible manner.

5. If he described his dreams and desires to a friend over dinner:

- "I wish hiring a skip was straightforward and didn't come with so many hidden costs and logistical headaches."
- "It would be great to find a service that handles everything, including permits, in a timely and eco-friendly manner."

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

- "I can't stand how complicated and expensive it is to get rid of our waste."
- "The last company I used was so unreliable and didn't show up on time, which delayed our entire project."

Values and Beliefs

Character:

1. Beliefs About Herself and Her Problems:

- o They believe that waste disposal is a necessary but unpleasant task.
- o They think the industry is riddled with inefficiencies and hidden costs.

2. Blame and Frustrations:

- o Skip hire companies for poor service and lack of transparency.
- o Local authorities for complicated regulations and permit requirements.

3. Past Attempts and Failures:

Yes, often due to choosing unreliable service providers or not fully understanding the requirements and regulations.

4. Evaluating Solutions:

- Based on recommendations, online reviews, and clear, upfront communication about costs and services.
- Trustworthiness and reputation of the service provider.

5. Respected Figures and Brands:

Established and reputed waste management companies known for reliability, transparency, and eco-friendliness.

6. Valued Character Traits:

Reliability, honesty, efficiency, and environmental consciousness.

7. What Trends in the Market are they aware of? What do they think about this trends :

- Increasing emphasis on sustainability and eco-friendly waste disposal methods.
- Advancements in technology for more efficient and transparent service delivery.
- Growing regulations and compliance requirements in waste management.

- Generally positive about trends towards more sustainable practices but wary of the increasing complexity and costs associated with compliance