

Techno.fm

MARKET RESEARCH TEMPLATE

Who exactly are we talking to?

Generally, What Kind Of People Are We Targeting?

- Men or Women? ~ 50%male 50%female ~
- Approximate Age range? ~12-40~
- Occupation? ~Middle class jobs ~
- Income level? ~Middle class range ~
- Geographic location? London

Painful Current State

- What are they afraid of? ~Not having enough listeners ~
- Techno being random and trash
- Too many adds
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- ~LOSING THE CULTURE ~
- What are they angry about? Who are they angry at?
- They are angry because there is too much talking on some stations
- They are angry about too many adds interruptions
- What are their top daily frustrations ?
- *~possibility having to re update a social feed with content ~*
- *Having to deal with different types of techno*
- What are they embarrassed about?
- ~the state of the websites of lack of information ~
- People not knowing who's playing
- 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 may feel
- Like more people have not discovered this Abstract Unique Techno culture.
- If they were to describe their problems and frustrations to a friend over dinner, what would they say? That it would be really nice to get some type of income coming in as they are a no cost free broadcast,
- That they have heard a really good tune on the radio and what radio station it was
- I hate all these adds on _____fm but I listen to techno.fm and it was just straight back to

back beats

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- What is keeping them from solving their problems now? ~ they have no app that is downloadable (this is affecting the merchandise sale)
- 2. The website does not have much information so this could use some improvement, l.g - maybe write a template. (Words) and a attractive background
- Maybe the radio station is undiscovered
- Waiting for a gold mine to appre
- The thing everybody has been searching for
- .

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 like and feel like? They would want a app that can sell merchandise, and also updated Facebook and social posts
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- Who do they want to impress? -
- young people around the world, and introduce new people to techno
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- How would they feel about themselves if they were living in their dream state?
- They would jump in the car turn on the radio to there favourite tune and non stop beats the whole drive
- They would be able to supply the community with merchandise
- What do they secretly desire most?
- They would love to be making a little more money, also would love to have more listeners
- If they were to describe their dreams and desires to a friend over dinner, what would they say?
- More traffic on the website
- Question
- Looking for some radio stations that play techno, preferrably smaller, community led stations, I'm from London so anything local would be sick but I'm down to discover stations from all over.
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Values, Beliefs, and Tribal Affiliations

- What do they currently believe is true about themselves and the problems they face?
- The Techno Channel is a 24/7 internet audio stream which since 2006 has been broadcasting to the world quality techno in all of its diverse forms. It is one of several different electronica channels offered by Techno.FM. The goal of the channel is to feature quality live and prerecorded content from established artists as well as talented up-and-coming DJs and producers, from the more mainstream sound to the more underground. We are looking forward to collaborate with any like-minded individuals from anywhere on the planet. A big thank you to all artists who have contributed to the channel's content.
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- Who do they blame for their current problems and frustrations?
- No body
- Have they tried to solve the problem before and failed? Why do they think they failed in the past? Yes, because the new feed posts were not Significant enough and didn't track enough attention
- How do they evaluate and decide if a solution is going to work or not? By trial the work produced.
- What figures or brands in the industry do they respect and why?
- TuneIn radio app, it is a popular platform and brings a steady flow of listeners to Techno.FM (approx. 20% of connections), although they are connected via TuneIn not our website
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- Facebook, its a useful platform that provides additional promotion for the station and artists.
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- Soundcloud, this is our preferred platform that we want our artists to use.
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- The TFM artists, without them we would have no content to broadcast.
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- Other internet radio stations, supporting and learning from others helps keep it alive and evolving
- What character traits do they despise in themselves and others?
- Techno.FM
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- Team player
- Ambitious
- Commitment
- Dedication
- Drive
- What trends in the market are they aware of? What do they think about these trends?
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- There are a few trends we monitor internally for Techno.FM, allowing us

to get some idea on how we are performing.

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- - How many followers on social media platforms
- - How many listeners are connected in real time
- - Type/source of connection
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- What “tribes are they a part of? How do they signal and gain status in those tribes?
The music and artists
- playing on the radio station
- The train line for travel
- They live world wide
- Blue collar, the middle class income
- Easy access and user friendly interface
- Free music
- Live radio broadcasts
- How does a radio like to entertain their listeners?
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- On demand content
- Upcoming and popular artists

Places To Look For Answers:

1. Your client's existing customers and testimonials
2. Your client's competitors customers and testimonials
3. Talking with anyone you personally know who matches the target
4. market
5. People oversharing their thoughts and feelings online
 - a. Youtube
 - i. (“My ype videos)
 - ii. Comments
 - b. IG
 - c. Facebook
 - d. Twitter
 - e. Reddit
 - f. Other Forums
 - g. Amazon.com Reviews
 - h. Yelp and Google Business/Maps Reviews

Basic Avatar



[PASTE IMAGE HERE]

Name: Anita

Background Details

- Lives in London
- Has 2 kids works every day
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Day in the life:

- Catches the train and walks to work, then at work is at a computer for most of the day normally listening to music, on way home from work often likes to put earphones in and listen to techno
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