

Market Research Template : lemonade inc

What kind of people are we talking to?

- Men or Women?

both men and women

- Approximate Age range?

between 18 and 60

- Occupation?

anything

- Income level?

average or below

- Geographical location?

the vast majority being in America

Painful Current State

- What are they afraid of?

losing their house, car, family and pets in any possible incident

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

not being able to afford medical bills, a new house or car

- What are their top daily frustrations?

not being able to do nothing in case an incident happen and not being able to secure their income

- What are they embarrassed about?

not having a car an house in case they lose their current one, and not being able to pay medical bills

- 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?

dealing with their problem makes them feel impotent about their current situation and are constantly scared of losing the most precious things in their life, the other people in the world think that they are not able to use their money in a "wise way" therefore they aren't able to live their life without being in constant stress

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

they would say that they are sick and tired of being in this situation where they can't protect their family and themselves and they don't want to spend all their life saving because of an incident, and that they are scared of what would happen once they retire

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?

complete financial freedom and a secure future for their family

- Who do they want to impress?
their family to show they take care of them

- How would they feel about themselves if they were living in their dream state? What do they secretly desire most?

they would feel like they achieved a big life goal and they could finally do a lot of things they couldn't do before, they desire of being free of the stress of not having enough money to protect what they love

- If they were to describe their dreams and desires to a friend over dinner, what would they say?
they would say that they desire a future where they wouldn't be scared of losing something like a car or an house because they could afford another one and a future where he can take care of his family by giving them the opportunity of not being in the state they currently are

Values and Beliefs

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

they think that they should use their money in a more wise way by purchasing something that could solve their problem

- Who do they blame for their current problems and frustrations?
they blame the job their job for not paying enough and the current cost of life

- Have they tried to solve the problem before and failed? Why do they think they failed in the past?
they never tried to solve the problem in the past

- How do they evaluate and decide if a solution is going to work or not?
they evaluate it using their life experience and the experience of others

- What figures or brands in the space do they respect and why?
the people who they respect the most are those people who look like they know the most about the argument

- What character traits do they value in themselves and others?
they value the most financial status and caring about their family

- What character traits do they despise in themselves and others?
they despise people who don't care about their future and their family

- What trends in the market are they aware of? What do they think about these trends?
they are aware of the fact that price are increasing and the same for insurance so when they see that people

who they trust buy it they try to get is as soon as possible