

Market Research Template

Seats

Who exactly are we talking to?

- Men or Women?
- About 99% are men
- Approximate Age range?
- 15-40
- Occupation?
- I don't think it matters
- Income level?
- Low to high
- Geographical location?
- Bulgaria

Painful Current State

- What are they afraid of?
- They are afraid of not climbing the hill they want to or not reaching the balance point of their dirt bikes. They don't want to get laughed at by their friends.
- What are they angry about? Who are they angry at?
- They are angry that they are sliding all across their seats and that they can not control their bikes. They are angry at the seats of their bikes
- What are their top daily frustrations?
- They are frustrated because Their seat is torn up/their seat is not gripping them to the bike\their seats being too short\their seats being ugly looking
- What are they embarrassed about?
- They are embarrassed because they can't climb a hill and their friends are making it a big deal/not catching the wheelie balance point.
- How does dealing with their problems make them feel about themselves?
- I am not sure of the answer
- What do other people in their world think about them as a result of these problems?
- The other people won't actually care

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

Hey Man, every time I ride the bike I am always sliding on the seat to the point it makes it hard for me to control my own bike. When I ride on a hill I do a wheelie I have to get an arm pump holding to the handlebars just because my seat doesn't hold up

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?

It would look like the perfect coloured "gripper 1" seat and It would feel like heaven not sliding on the seat.

- who do they want to impress?
- They want to impress the riding group of theirs
- How would they feel about themselves if they were living in their dream state?
- They would be feeling more comfortable as a rider and anybody would be able to know that.
- What do they secretly desire most?
- They secretly desire that all go their riding group would be talking about how good of a rider he is and they would all idolise him.

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

The thing I desire is that every man on my riding group thinks that I am the best rider in there and would ask me for tips for everything they do wrong. I desire climbing that steep hill and everybody looks at me like I am THE man

Values and Beliefs

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

- They believe that they are truly a good rider and that they only need a new seat and they will unlock their true potential..The true thing here is that a new seat would grip them more to the bike but this would not decide if they are a good rider or not.
- Who do they blame for their current problems and frustrations?
- They obviously blame their seat

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

They haven't tried, they may not even know they have this problem.

- What figures or brands in the space do they respect and why?
- They respect "gripper 1" because they are the most popular seats in Europe and they actually sell the best product in Europe
- What character traits do they value in themselves and others?
- They value the skill of installing a new seat trim flawlessly and as cheaply as possible

- What character traits do they despise in themselves and others?

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

The trend now is the company gripper 1 as I have said before.Everything about it is trendy.