

Market Research Template For Recess-calming beverage

Who exactly are we talking to?

What kind of people are we talking to?

- Men and Women
- 16 - 40 years of age
- Students, office workers, sales men,
- Income level Students with a side job, normal 9-5 income will suffice
- United States ONLY

Painful Current State

- What are they afraid of? - **A stressful and confusing environment**
- What are they angry about? Who are they angry at? **They are angry about feeling stressed and unable to calm themselves.**
- What are their top daily frustrations? **Being stressed all the time and not being able to relax**
- What are they embarrassed about? **They may be embarrassed about the fact that other people, co workers, costumers, Ect. can sense and see their stress affecting them in real time.**
- 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 deal with their problems by smoking a bunch of ciggarets, drinking a lot of coffe to get the extra energy they think the need.**
- If they were to describe their problems and frustrations to a friend over dinner, what would they say? **"I just can't seem to relax because every little thing i do wrong or don't do results in me being so frustrated and stressed and once i have done one thing wrong it just gets worse!"**

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 want to feel a sense of calm, without the "stressfull world around them" affecting them, they want to remove the stress within their mind with the snap of a finger.**
- Who do they want to impress? - **They could possibly want to impress their boss, teacher, parents, employees or customers.**
- How would they feel about themselves if they were living in their dream state? - What do they secretly desire most? - **They would feel more free, more motivated to do as they are supposed to and not being hung up in the small mistakes they make. To feel a true sense of calm and control over the situation they stand in.**
- If they were to describe their dreams and desires to a friend over dinner, what would they say? **"I just wish there were some magic pill or something you could take to make all the stress go away, maybe just dim it a little."**

Values and Beliefs

- What do they currently believe is true about themselves and the problems they face? - **They believe they are working and operating to the best of their ability, they have just not yet discovered their full potential.**

- Who do they blame for their current problems and frustrations? - **They blame the world around them, and themselves, they will mostly blame all their problems and stress on the people around them.**
- Have they tried to solve the problem before and failed? Why do they think they failed in the past? - **Alcohol have for a number of people been the way to relax in the evenings, but to prevent this from getting out of hand they tried Recess and that successfully ended that habit for them.**
- How do they evaluate and decide if a solution is going to work or not? - **Price: is it worth it. How convenient is it to use/drink, is it too time consuming?, does it have to be cooled, heated? where does it need to be stored? is it too complicated and time consuming to use on a daily basis?**
- What figures or brands in the space do they respect and why? - **All the big brand because of their trustworthiness.**
- What character traits do they value in themselves and others? - **Productive, professional, calm and collected and aware of what is going on around them.**



- What character traits do they despise in themselves and others? - **The inability to see the bigger picture and have the extra energy that it takes to be fully calm at all times**
- What trends in the market are they aware of? What do they think about these trends?
- **A popular trend to calm down is alcohol, the problem with drinking alcohol everyday is that it damages your liver and it can be addictive.**

AVATAR

James is 26 years old, dresses well and has very high standards for himself, he is studying finance at university level and have a hard time concentrating at school and at home, he tends to think about school all day. *What does he have to do tomorrow?, what did he fail to do today, and why? how can he perform better?, how can he be more "Present" when he is with friends and family?* He gets stressed very easily and takes it out on his fellow students, he is very ashamed of this and the inability to control his emotions that he must obviously has, is driving him insane. He wants a solution or at least a way to help him accomplish his goal of becoming more calm and collected.